

LIFE



COUNTY FAIR

SEPTEMBER 26, 1938

10 CENTS

"YOUR CAR IS REALLY THREE CARS IN ONE"

...say service managers the country over

IF ANYONE KNOWS HIS CARS, it is the car dealer's service manager. So we have talked with scores of service managers all over the country. What they say boils down to this simple fact: *Every car has three different grades of performance. Here's why:*

The farther you advance the spark of a modern car, up to the point of maximum efficiency, the more power you get from gasoline.

But the modern motor "knocks" or "pings" when the spark is set farther ahead than the "anti-knock" quality of the gasoline used permits.

Judged by anti-knock quality, there are *three* grades of gasoline: "low grade," "regular" and gasoline containing "Ethyl."

That is why your car has a device—variously called "distributor adjuster," "Octane Selector," etc.—for setting the spark for each of these three grades of gasoline.

And the performance of your car depends upon the grade of gas and spark setting, as shown below.



GUS RUSHNECK, service manager, B. F. Curry, Inc., Chevrolet dealer, New York City, says: "When the public understands that there are three grades of performance built into every car, we service men will lead happier lives. Sure, the cars will run on any gas...but a Chevrolet has so much more on the ball when you can tune it up for real top-grade performance. That means gasoline 'with Ethyl.'"



O. E. MOORE, shop foreman for W. B. Deyo Co., Ford dealer in Detroit, Mich., says: "Those of us engaged daily in tuning cars know that the grade of fuel used goes a long way in making our work stand out. We never fail to recommend gasoline 'with Ethyl' to a customer who expects the tops in performance. Then we know we can go all the way with the spark advance and still avoid 'ping.'"



WILLIAM E. KENNEDY, service manager for Triangle Motor Sales, Inc., Chrysler and Plymouth distributors, Lima, O., says: "We give both our new and used car customers the best performance and the most economical run for their money by tuning up their cars for gasoline 'with Ethyl.' "Our call-back, no-charge labor costs have been reduced over 50% because now our cars are tuned up for Ethyl."

YOU HAVE THESE 3 CHOICES



Poor performance with "low grade" gasoline

There is no anti-knock fluid (containing tetraethyl lead) in "low grade" gasoline. Power is lost because the spark must be retarded to prevent "knock" or "ping."



Good performance with "regular" gasoline

Most regular gasoline has in it anti-knock fluid (containing tetraethyl lead). The spark can be considerably advanced for more power without "knock" or "ping."



Best performance with gasoline containing "ETHYL"

Gasoline "with ETHYL" is highest in all-round quality. It has enough anti-knock fluid (containing tetraethyl lead) so that the spark can be fully advanced for maximum power and economy without "knock" or "ping."

ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline

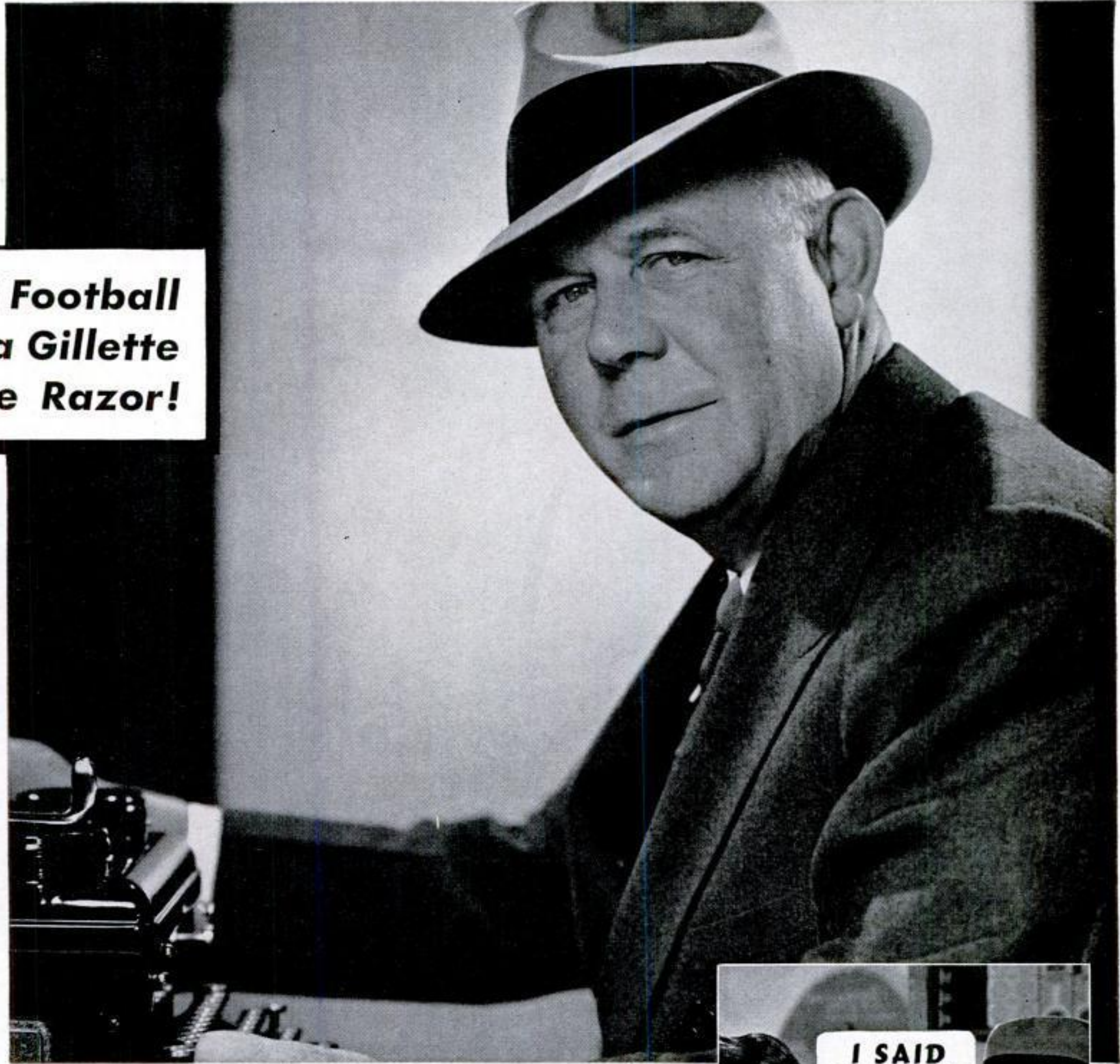
MY ALL-TIME ALL-AMERICAN TEAM!

BY
GRANTLAND
RICE

Why America's No. 1 Football Expert Shaves with a Gillette Blade in the Gillette Razor!



HIS MORNING CALL ends a night's sleep for Grantland Rice—but it takes a bracing Gillette shave to put him "on his toes"... Refreshing cream and the keen edge of a Gillette Blade gliding across the face erase the sleepy look—give you a grand "lift" that starts the day right.



"WHEN it comes to picking an all-time, all-American shaving team," says Grantland Rice, famous sportsman and football expert, "I'll cast my vote for a Gillette Blade in a Gillette Razor every time! This pair gets my nomination for top honors because it gives me smooth, close, exhilarating shaves that just can't be duplicated any other way. Substitute blades and other shaving methods are 'out' with me." Take this tip from Grantland Rice. Try the Gillette Blade, precision-made to fit your razor exactly. You'll agree this combination gives the easiest, cleanest shaves money can buy!



GRANTLAND RICE DEMANDS Gillette Blades by name—and gets them! Substitutes are out! Why make your face a proving ground for shaving experiments? Insist on Gillette Blades and get more shaving comfort for every cent you pay—that's positively guaranteed. Remember—reputable merchants always give you what you ask for!



ANYBODY CAN SEE that a big helmet on a little boy is a misfit. A misfit razor blade isn't as obvious, however. You may not see it when edges protrude too far from your razor—or not far enough—but you *feel* the difference, instantly! It's easy to avoid misfit blades and poor shaves! Just demand Gillette Blades, precision-made by exclusive process to fit Gillette Razors exactly.



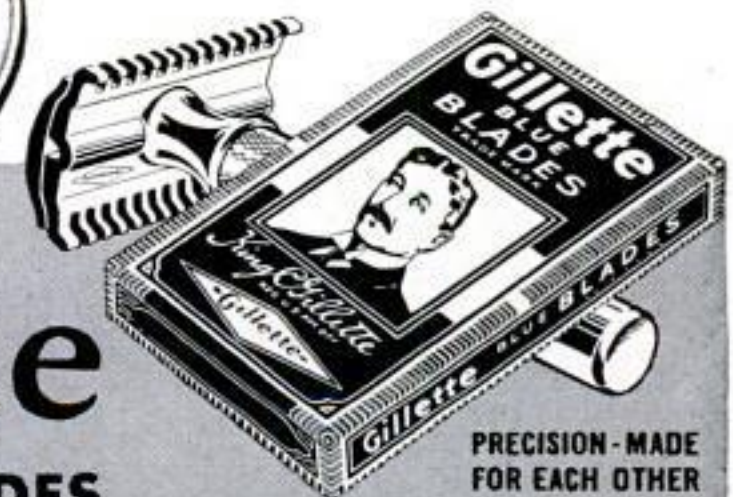
GILLETTE METHOD: This microphoto shows how cleanly a Gillette Blade removes your beard right at skin line—giving you smooth, comfortable shaves.

OTHER METHOD: The ragged half-mown stubble left by another method of shaving will appear full-grown and unsightly in a few short hours.

"MILLION-DOLLAR"
SHAVES FOR LESS THAN
A PENNY A DAY

Gillette
RAZORS AND BLADES

MORE SHAVING COMFORT FOR YOUR MONEY



PRECISION-MADE
FOR EACH OTHER



Try Gillette's amazing new Brushless Shaving Cream, made with peanut oil. It softens tough wiry whiskers, speeds shaving, soothes and tones the skin. You'll like it! Big tube, 25¢.

This One



HED2-71K-DSEY



READY NOW

The Jones Season has opened, and we've started grinding sausage again. Jones dealers everywhere are now receiving their first shipments of Jones Dairy Farm Sausage. Phone your Market Man today. Watch this space for "Life on the Jones Dairy Farm."

JONES DAIRY FARM, Mary P. Jones, President, FORT ATKINSON, WISCONSIN

PENDLETON SHIRTS

always worn by noted caster



R. L. "Doc" Haslett, famous West Coast casting instructor—an authority on what to use and wear.

If you see a man in a Pendleton Shirt, you know he's an outdoor man. The soft, pure virgin wool fleece wool fabrics insure action-freedom, all-weather comfort and long wear. Exclusive patterns, handsome styling add distinctive appearance. \$5 to \$10 at the better shops. If your dealer cannot supply you, write direct.

PASTE ON PENNY POST CARD, OR WRITE
PENDLETON WOOLEN MILLS, Portland, Oregon
Please send free illustrated Shirt Catalog—sample fabrics—name of nearest dealer.

Name _____
Address _____
City _____ State _____ LS-2

PENDLETON VIRGIN WOOL
Shirts



Down from the north woods flashes news of another file success . . .
It's the new Special Cross Cut Saw File, designed by Nicholson for quick saw sharpening . . . to help move logs "down river" faster * * Its welcome by woodsmen is typical of the welcome accorded every standard and specialized Nicholson File, wherever there is metal to be removed. Nicholson File Co., Providence, R.I., U.S.A. Canadian Plant, Port Hope, Ontario.

NICHOLSON
A FILE FOR EVERY PURPOSE

LETTERS TO THE EDITORS

Tailwagger

Sirs:

My sincere thanks for giving the Tailwaggers such a break (LIFE, Sept. 5). You did a magnificent job.

[BETTE DAVIS
President

The Tailwaggers
Beverly Hills, Calif.

General Ugaki's Boxer

Sirs:

Writing of General Kazushige Ugaki, Japan's able Foreign Minister, in your Sept. 5 issue, you say: "When he was War Minister he watched a Tokyo contest in which an American Army captain used boxing and a Japanese used jujitsu. After one fall, the American knocked the Japanese cold. Ugaki promptly made boxing part of the Army's training."

As the American referred to in your above lines, I am amazed at your ability to ferret out obscure happenings such as this one which occurred more than 16 years ago. As I recall, only General Ugaki and our then Military Attaché in Tokyo, Colonel Philip R. Faymondville, U.S.A., would remember it.

General Ugaki arranged the bout in question between the Japanese Army judo champion and myself. He was a tough customer and as I stalked him about the ring I was so intent on avoiding the judo man's usual vicious kick to the crotch that I missed his lightning move to grasp my left wrist, which was extended in the guard position, and he threw me over his back while my arm was in the palm-up, locked-elbow position. Why it did not break I do not know as all my weight was thrown with a violent wrench on the fully extended arm. It was a perfectly fair maneuver on his part as we both understood that the bout was "for keeps," with nothing barred, its purpose being to demonstrate to a prospective class of cadets the relative combat effectiveness of judo and boxing. The second "round" was as you described.

After this incident, at General Ugaki's request, I imparted to a class of 300 Japanese Army officers the little I knew about boxing and the whole Army evinced such interest in the six months' course that the then Prince Regent Hirohito (now Emperor) attended the bouts included in the graduating exercises.

Let me add that at the conclusion of my bout with the judo champ, General Ugaki said with obvious sincerity: "I am much relieved that you won. As regards our junior officers, Occidental prestige rises or falls on such small things as physical combat between two individuals."



CAPTAIN WARREN J. CLEAR

They place too much emphasis on such things. They have little sense of proportion. The higher their regard for your military efficiency the harder they will strive to surpass it."

WARREN J. CLEAR
Monterey Peninsula Country Club
Del Monte, Calif.

● The picture shows Captain Clear as he looked at the time of the bout.—ED.

Cover Sequel

Sirs:

Well, I've seen many attractive pictures in my day, but the picture of the girl on your Sept. 5 cover (see cut) beats anything I ever saw. She has the sort of expression that makes strong-willed men forget honor, duty, and country.

HENRY WINDHAM

Stillwater, Okla.

Sirs:

Inasmuch as you chose to describe me as a "demure brunette . . . [whose] ambition is to be a female Noel Coward," I



feel in duty bound to submit to you an outline of the following play:

Act I: LIFE puts Katharine Aldridge on its cover.

Act II: Things begin to happen. She receives: a) four telegrams from four motion-picture companies asking her to call on their New York representatives; b) a dozen or so letters from various New York cleaners assuring her that "no cleaner is too good" to do justice to the dress she wore on the cover of LIFE; c) assorted invitations including one from a West Point cadet to attend the Army-Notre Dame football game; d) 25 proposals of marriage including one from a man who states by way of recommendation that he "loves vegetables, hates meat and cannot abide the Republican Party."

Act III: Katharine Aldridge undergoes a screen test and hopes for the best.

All of the above occurred within five days after the appearance of the cover. The next five years will be the same.

KATHARINE ALDRIDGE
New York, N.Y.

"Phenomena" Explained

Sirs:

I was very pleased to see your reproduction of Pavel Tchelitchev's *Phenomena* in LIFE, Sept. 5. However, there are some extremely serious errors of omission.

Mr. Tchelitchev is not a White Russian, inasmuch as he does not consider himself a member of the old regime and is not in opposition to the Soviet Republic.

Phenomena is a great dialectic painting. On the left we have every sort of underproduction, and its results, in terms of disease, which are scientifically recorded with the help of Tchelitchev's numerous physician friends. Rickets, undernourishment, glandular disorders from lack of nutrition, and so forth, are paralleled on the other side by overproduction: the Siamese Twins, the six-breasted woman, etc. The Siamese Twins, by the way, are two little girls, one richly dressed, and one poorly dressed, showing the insufferable nature of poverty and riches. In the very center of the picture there is an infant prodigy in a red shirt. The tennis ball is being thrown to him, which is Tchelitchev's

(continued on page 5)

Yes...the brewers do mean business

AN EDITORIAL BY WILLIAM ALLEN WHITE ...
in the Emporia (Kan.) Daily Gazette

BEER STATESMANSHIP

It has become obvious ever since the repeal of prohibition that the American brewers were determined not to make the mistake that the brewers made in pre-prohibition days . . . A year ago they adopted an independent code, pledged themselves to "conduct their business in conformity with established laws and in co-operation with the authorities." Further, they pledged themselves to support "duly constituted authorities for the elimination of anti-social conditions" in the beer business. They pledged themselves to get behind the "great body of retailers who sell beer as law abiding citizens" and also to back up authorities in preventing "beer sales to minors or persons who have drunk to excess." The code aimed high.

It was obvious that Kansas is the one place in the United States where the United Brewers' Industrial Foundation, which was back of the code, with offices in New York, could come and find a fertile field to try out the

code. They sent a representative of the Foundation to Kansas. He went to work in a practical manner. He surveyed the beer business in the large counties of Kansas where, if anywhere, the code would crack. He went to the sheriffs and the county attorneys in these counties. He went to the Attorney General of Kansas and told the law enforcing officers everywhere that he wanted their help and he wanted to help them clean up questionable beer parlors, places where they sold beer to minors, to drunks, where they kept open after the hours set down by the local authorities, where the beer dealers permitted hard drinks to be sold or sold them, and in general, this agent of the brewers back of the code made a genuine and certainly an effective campaign in Kansas to weed out the bad practices which tend to grow up where illegal liquor mixes itself with the sale of beer.

The Gazette knows definitely two cases where evidence was furnished by the Brewers' Foundation . . . With the

full co-operation of the local officers and the representatives of the Brewers' Foundation, public enforcement of the Kansas law controlling the sale of beer can be had. That co-operation should be given.

There is no reason why the beer business should not be conducted as any other commercial business—breakfast food, toothpaste, tenderized ham, packaged coffee or shoes . . .

The representatives of the Brewers' Foundation in Kansas wrote to The Gazette:

"We stand ready to co-operate with Kansas officials in the enforcement of the law. We have laid before officials evidence of violations of the liquor laws and some definite results have been attained. We pledge our continued efforts."

This is not idle persiflage. Apparently the Brewers' Foundation means business.

(from issue of April 15, 1938)

Here's what we promised:

One pledge from The Brewers Code: "We pledge our support to the duly constituted authorities for the elimination of anti-social conditions wherever they may surround the sale of beer to the consumer."

Here's what we're doing:

As one example (and there are others): our investigators gathered evidence in Kansas that some retail outlets were using beer licenses as screens to sell bootleg liquor. The Attorney General cooperated, prosecuted and won. William Allen White, great American editor, then published the above editorial.

It's true . . . "anti-social conditions" exist in only a tiny fraction of the quarter-million places

where beer is sold. Even so, we cannot hope to "police" them . . . unless you too will cooperate.

Here's what You can do:

1. Follow up *your* local authorities. Just insist that they enforce *existing laws* against illegal sales of liquor, operation of illicit resorts, sales after hours, sales to minors, sales to persons who have drunk to excess.

2. Patronize only respectable retail outlets.

3. Show that you are behind us . . . buy only beer or ale made by Foundation members . . . identified in their advertising by the symbol shown here.

Do these things, and you help the bulwark of moderation...beer...and the public interest as well.



Correspondence is invited with groups and individuals everywhere who are interested in the brewing industry and its responsibilities. Address: United Brewers Industrial Foundation, 21 East 40th Street, New York, N. Y.

A YEAR OF THE FORUM will bring you:

- 250 pages of Small House plans, photographs, construction specifications, cost data;
- 100 pages of Shops, Stores, and light Commercial buildings with complete data on special features;
- 50 pages of subdivision case studies covering design, construction and management;
- 150 pages on Remodeling with "before and after" photographs and plans;
- 150 pages on Apartment Houses and Taxpayers;
- 175 pages of interpretative reporting to clarify government building news, mortgage finance, etc.;
- 325 pages devoted to Hospitals, Schools, Office buildings and other heavy construction types;
- Hundreds of pages announcing new building materials and products, the most complete building market in America.

Every month The FORUM brings you more than 100 editorial pages covering every phase of building—plan, design, construction, materials, mortgage finance and management—every significant and new building fact.



FOR BUILDING MEN ONLY
THE ARCHITECTURAL FORUM
TIME & LIFE BLDG. Rockefeller Center
New York, N. Y.

Enter my subscription for one year—12 numbers—including the LIFE HOUSE ISSUE. I enclose \$4 in full payment.

Name _____
Street _____
City _____ State _____

After you have studied
**THE 8 MOST TALKED-ABOUT
HOUSES IN THE U. S.** in this issue
of LIFE, then decide whether the coupon at the
bottom of this page is for you . . .

Perhaps you are one of the thousands of LIFE readers who are planning to build or buy a new home. These eight LIFE HOUSES will be of immeasurable assistance. Study them carefully—they will help you decide your preference in architectural styles, they will show you how living-space can be planned to meet your requirements, they will help you get your housing problem crystal clear in your own mind.

By all means talk to your architect, builder and realtor about these LIFE HOUSES. They will be able to give you accurate costs, and answer your many questions about a house designed specially for you. For *them*, full and complete technical data on these LIFE HOUSES will be published in THE ARCHITECTURAL FORUM's special LIFE HOUSE ISSUE.

THE ARCHITECTURAL FORUM is the professional journal for building men—architects, contractors and builders, real estate and mortgage men, building material dealers. It treats every subject of importance to Building, presents hundreds of case studies of small houses, shop and stores, and heavy construction types. It is the authoritative magazine which presents plan and design, engineering, finance and management, gives complete technical coverage of the building industry in one package.

IF YOU ARE ANY WAY CONNECTED WITH BUILDING you should join the 35,000 top flight building professionals who get THE ARCHITECTURAL FORUM every month . . . you will find the other 11 issues just as invaluable as the special LIFE HOUSE ISSUE with its detailed information on these eight most talked-about houses. The coupon at the left is for you.

THE ARCHITECTURAL FORUM

PUBLISHED BY TIME INC.

LETTERS TO THE EDITORS (continued)

way of saying that Russia is about to serve. Incidentally, I do not consider myself an "esthete," as you continue to label me. I am a professional journalist.

LINCOLN KIRSTEIN
Director

Ballet Caravan Inc.
New York, N. Y.

● LIFE's thanks to Journalist Kirstein for further light on *Phenomena*.—ED.

Sirs:

Please extend to Pavel Tchelitchev my deepest sympathy as his sleeping hours must be troubled by the most horrible nightmares.

Mr. Editor, you waste your space with such tripe.

J. C. GELLING

Welland, Ontario

"Sig" Shirts

Sirs:

Pat Kirwen, the Southern Methodist co-ed shown in LIFE, Sept. 5, has nothing new on me. I have a "Sig" shirt also.



MISS WELLS (LEFT) AND SHIRTS

My shirt, which is exactly like hers, has about 80 of my friends' names embroidered on it. There are now quite a number of "Sig" shirts in our school.

The enclosed picture shows two friends and myself wearing our "Sig" shirts.

CATHERINE WELLS

Lincoln, Neb.

Youth's Accomplishments

Sirs:

I was much interested in your story on the World Youth Congress at Vassar (LIFE, Sept. 5), and in the general fairness of the presentation. With all my admiration for the skill of the modern photographer, I am unable to see into the faces portrayed an exact analysis of their inner emotional life, as your editor seems able to do.

The whole tone of the conference was that in spite of the confusion and despair which the present world situation conveys to lovers of peace, there are concrete steps in which the youth of many nations can engage. The reader of LIFE would carry away the impression that the delegates worked hard, but accomplished nothing. This is most unfair to a body of students who worked long past midnight every night, and formulated a program in their four commissions of which they have every right to be proud.

H. N. MACCRACKEN

Office of the President
Vassar College
Poughkeepsie, N. Y.

● LIFE hopes that President MacCracken is right.—ED.

Professor in Spain

Sirs:

Your layout of pictures of delegates to the Second World Youth Congress in-

cludes a photo of Margarita Robles, delegate for Loyalist Spain, with the caption: "Margarita Robles, 14, youngest delegate present, was sent by a Barcelona high school. Her father, once a professor at Johns Hopkins, was killed fighting for Loyalist Spain."

In the interests of accuracy, Professor Robles was not killed fighting for Loyalist Spain, but was one of the great many "liquidated" by the Loyalists because his sympathy to the cause was suspect. He happened to be in Spain on vacation with his wife, daughter Margarita and 15-year-old son Francisco, better known as "Coco," when the war broke out in July, 1936.

The government would not permit Professor Robles to return to his post at Johns Hopkins, which he had held for 16 years. It assigned him to teach Spanish to Russian Ambassador Marcel Rosenberg and to act as contact man for the foreign correspondents. As Associated Press correspondent in Madrid at the time I knew Robles and his family well.

Later Professor Robles made his appearance in Valencia, telling me that he was suspected of non-sympathy with the Loyalist cause, and had to flee Madrid. He was arrested within a fortnight and was placed in the Foreigners' Prison. A short time later the professor "disappeared" from the prison. Following mention of this incident in my book *Correspondent in Spain*, Baltimore friends of the professor queried the Loyalist government and received the reply that Robles "never had been arrested and there was no knowledge of his whereabouts!"

When I last saw Mrs. Robles and the children, they were stranded and destitute in Valencia. Perhaps in remorse, the government later gave young "Coco" a job running errands for the ministry of propaganda. The appointment of American citizen Margarita Robles as Youth Delegate for Loyalist Spain is the more interesting in light of the above.

H. E. KNOBLAUGH

Peoria Evening Star
Peoria, Ill.

● Margarita Robles says that her father's disappearance is a complete mystery but that she is sure he is dead. Her mother as well as her brother now works for the Loyalist Government, serving in the propaganda bureau.—ED.

New Proverb

Sirs:

With and without a magnifying glass my son has spent a lot of time trying to decipher the "modern version" of the Chinese "See no evil, Hear no evil, Speak no evil" proverb on desk of Traffic Manager Steve Stimpson, in the Air Trans-



port story (LIFE, Aug. 22). This is what he is able to make out:

Monkey with telescope: See all you can
Monkey with big ears: Hear all you can
Monkey with megaphone: ?

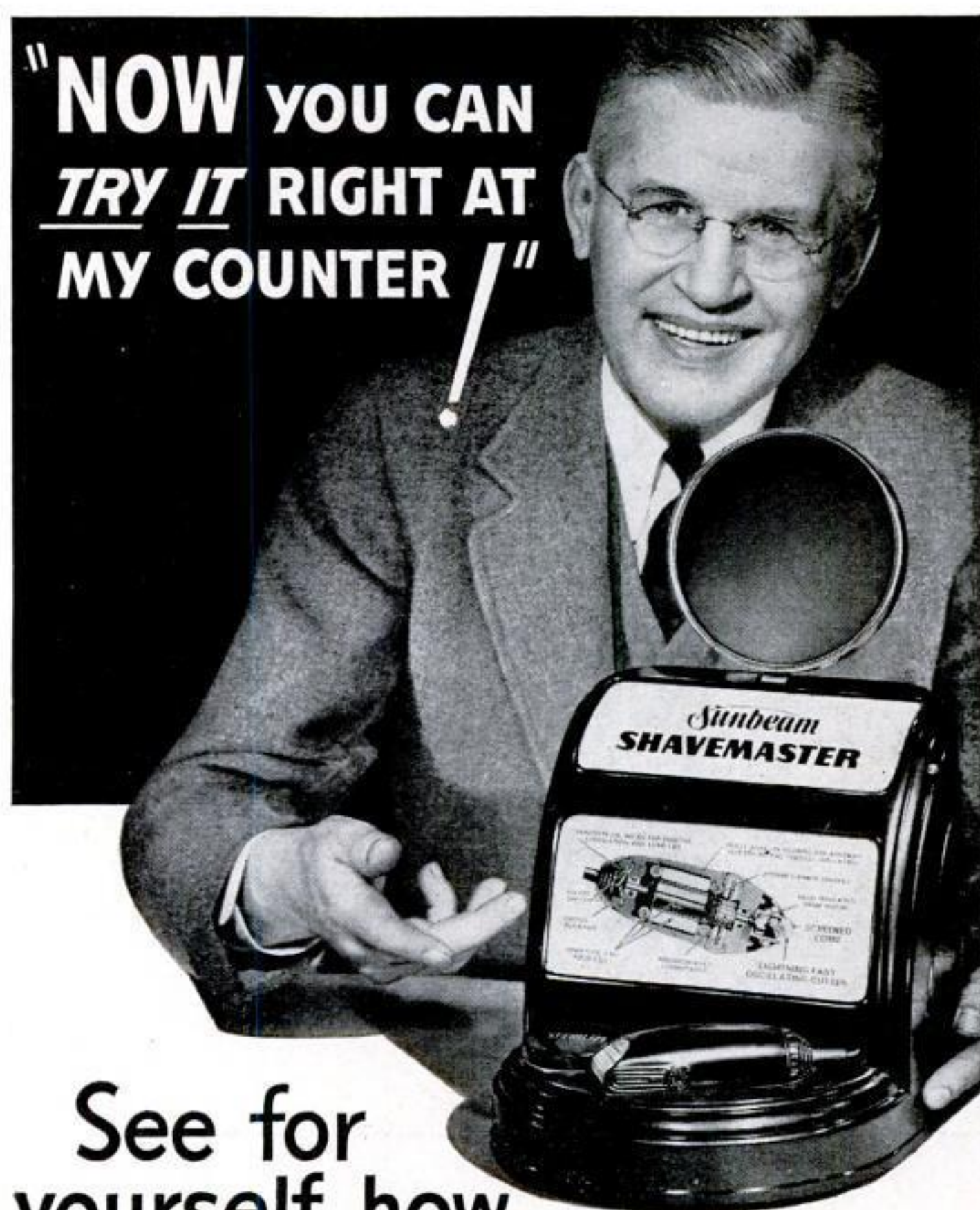
Wish you would furnish the missing words so that son can get on to something else.

JOSEPH E. EVANS

Church of Jesus Christ of Latter-Day
Saints
French Mission Headquarters
Liège, Belgium

● The missing words: "Yell like Hell."—ED.

"NOW YOU CAN
TRY IT RIGHT AT
MY COUNTER!"



See for yourself how

**Sunbeam
SHAVEMASTER**

REG. U. S. PAT. OFF.

GETS DOWN TO BUSINESS AND DOES A
JOB—RIGHT NOW!

SHAVE YOURSELF, MISTER! That's the proverbial "test of the pudding" that will give you the true story of Sunbeam Shavemaster! Try it yourself! Compare it yourself! See for yourself!

And you can now do just that at your favorite dealer's store. He has the convenient Shavemaster demonstration unit illustrated above—everything is convenient and handy for your trial Shavemaster shave. See him today! Try the shaver that has a new patented principle that is all its own—exclusive features different from all other electric shavers. The one

that doesn't swoon when a man-size beard comes along. You have a treat in store.

CHICAGO FLEXIBLE SHAFT COMPANY,
5688 Roosevelt Road, Chicago, Illinois,
Canada Factory, 321 Weston Road South, Toronto
49 YEARS MAKING QUALITY PRODUCTS

THE "INSIDE STORY"

★ The **ONLY** electric shaver by a manufacturer qualified by nearly 50 years' successful experience in BOTH the hair clipping and electric appliance industries.

★ The **ONLY** electric shaver with a powerful, brush-type, series-wound, self-starting Universal motor.

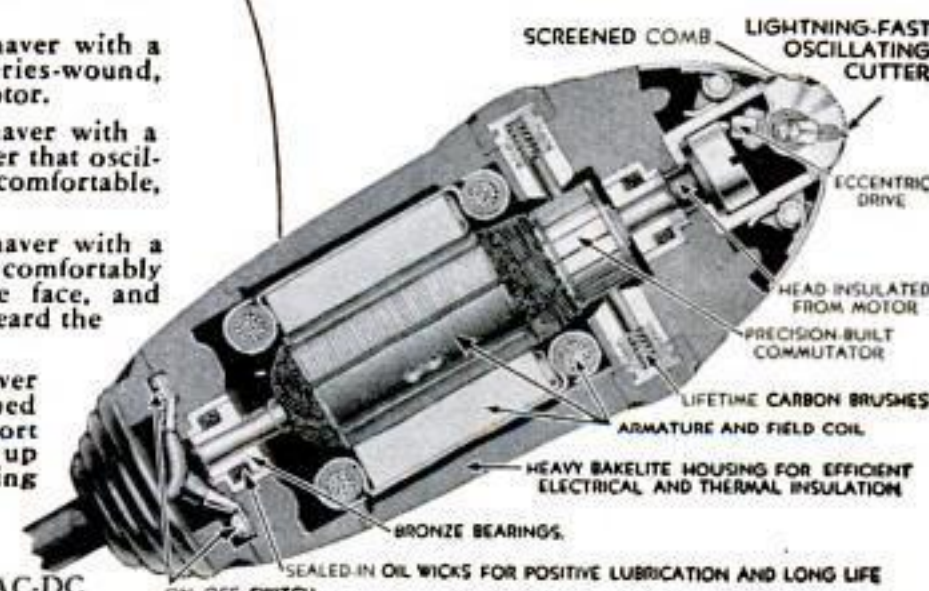
★ The **ONLY** electric shaver with a lightning-fast, single-cutter that oscillates in an arc inside a comfortable, smooth shaving head.

★ The **ONLY** electric shaver with a shaving head shaped to comfortably fit every contour of the face, and screened to pick up the beard the way it grows.

★ The **ONLY** electric shaver with a shaving head screened not only to shave the short beard, but also to pick up curly hairs that often cling close to the neck.

\$15 AC-DC

ON-OFF SWITCH



By the makers of SUNBEAM MIXMASTER, IRONMASTER, COFFEEMASTER, SILENT AUTOMATIC TOASTER, CLIPMASTER, ETC.





Copyright Central Studios

SPEAKING OF PICTURES . . .

. . . ONE OF THESE

GIRLS IS MISS AMERICA

This is the annual line-up of beauties at the "Miss America" contest in Atlantic City. Autographed by each contestant, the picture was made by Charles B. Brown, official photographer, and except that the girls are different, it is the same picture which Mr. Brown has made of every "Miss America" contest since 1921.

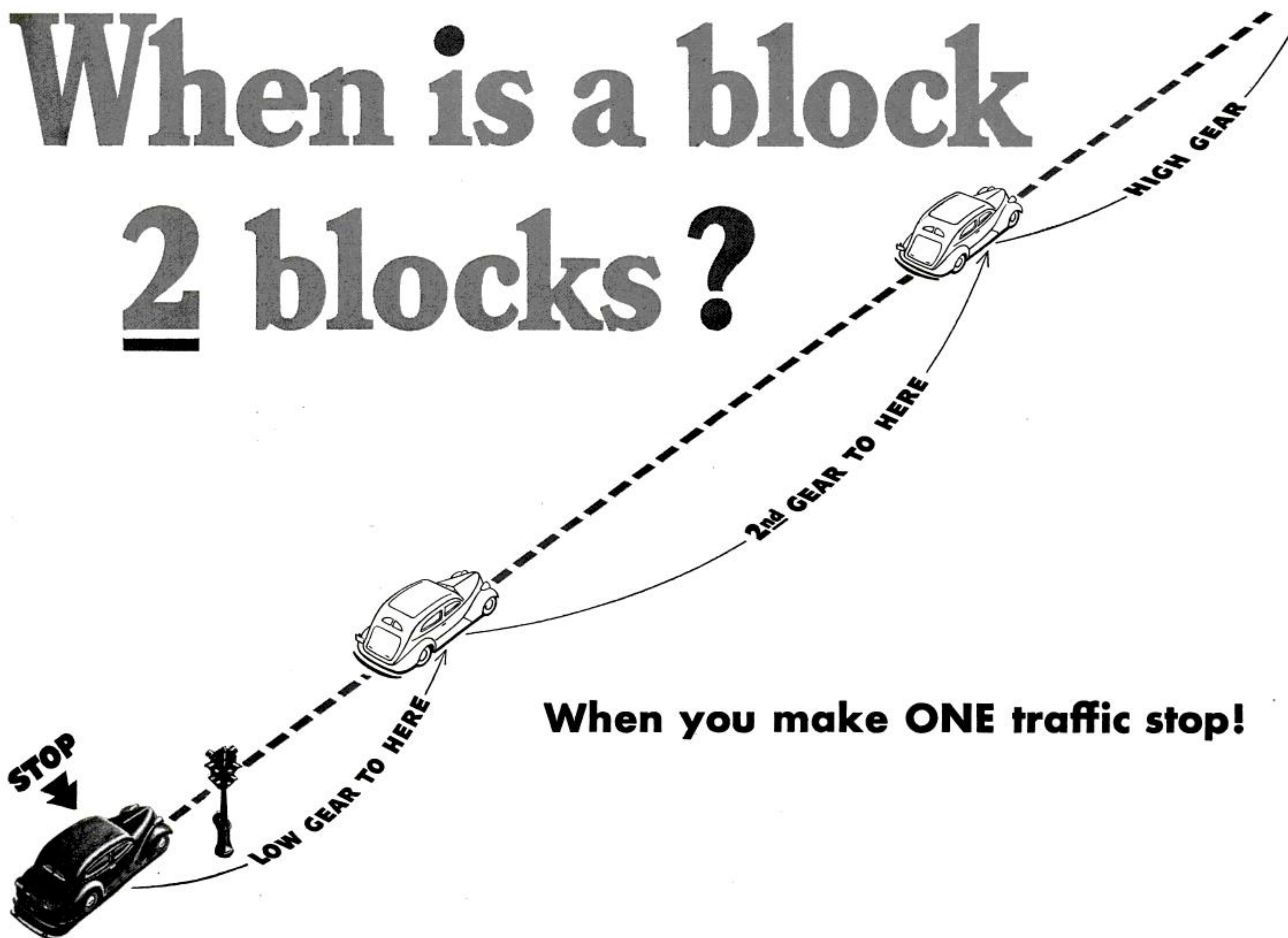
This year, as usual, the contest stirred up a row. The judges placed the golden crown and purple robe of victory on "Miss Ohio," a 20-year-old blonde named Marilyn Meseke from Marion, Warren G. Harding's hometown. "Miss California," positive she was the public's favorite, flounced indignantly out.

If the "pulchritudinous goddesses of American girlhood" seem less pulchritudinous than they were in the exuberant 1920's, there is good reason. The "Miss America" contest (abandoned entirely from 1927 to 1933), has become as much a talent hunt as a beauty match. Contestants must look well in evening dress, must have charm and some sort of talent—singing, dancing, reciting, or playing a musical instrument. "Miss Ohio," the winner, danced. The atmosphere is heavily respectable. Most girls bring their mothers. After the three-day strain of primping, posing and parading, the frazzled beauties often break out in fits of crying.

The winner and runners-up will have a few vaudeville or night-club engagements, probably brief and may be screen-tested or hired as models. Each contestant, win or lose, will carry home a trophy, not real silver but big and shiny.



When is a block 2 blocks?



When you make **ONE** traffic stop!

In **STOP** and **GO**, a mile **S-T-R-E-T-C-H-E-S**

In low and second, your engine makes up to 3 times as many revolutions as in high—**uses 3 times as much gasoline**

When you start up in low gear, your engine makes *3 times as many revolutions as in high* for each foot your car moves forward.

You shift into second, your engine making *twice* as many revolutions as in high.

In a block where you make one traffic stop, *by actual count, your engine "turns over" enough times to take your car 2 blocks in high gear!*

You can't avoid stop-and-go driving, but you can do something about its high cost.

Shell engineers found that getting away from a traffic stop can waste enough "undigested" gasoline to carry you $\frac{1}{3}$ of a mile.

To cut this costly waste, they found a way to rearrange the chemical structure of gasoline. They make every drop of Super-Shell "motor digestible" under all conditions—every drop usable in stop-and-go driving.

There is a Shell dealer near you. Use Super-Shell regularly and your savings count up.

SUPER-SHELL

***SAVES* ON STOP AND GO**



SPEAKING OF PICTURES

(continued)

Most girls imagine that winning a beauty contest will launch them on a glamorous stage or screen career, but actually very few of them benefit professionally. Below are shown six "Miss Americas" of bygone years. Five are married, one is engaged. Five are housewives, one was a schoolteacher, another ran a beauty parlor. Collectively they have had two divorces and three children. One mother plans a movie career for her child, and another named her daughter *Les Cygnes D'Amour* (Swans of Love). "As far as I can see," says one winner, "being 'Miss America' has made no appreciable difference in my life."



1921: MARGARET GORMAN, D.C.



1925: FAY LAMPHIER, CALIFORNIA



1926: NORMA SMALLWOOD, OKLAHOMA



1927: LOIS DELANDER, ILLINOIS



1935: HENRIETTA LEAVER, PENN.



1936: ROSE COYLE, PHILADELPHIA

*For a quick come-back
—take Sal Hepatica!*



WIFE: Just my luck! We plan our costumes for the Masque Ball for months and on the big day I wake up feeling logy, headachy. Even if I take a laxative, this old sickish feeling will hang on and on.

HUSBAND: Not if you take Sal Hepatica!



WIFE: Why? Is Sal Hepatica any different?

HUSBAND: I should say it is! Millions have found that it not only is a quick yet gentle laxative, but it also counteracts gastric acidity—chases that sickish feeling fast. Just you wait and see!



HUSBAND: You're the cutest trick here, honey. Bet you get the prize for Loveliest Lady!

WIFE: All the praise goes to you, darling, and your sparkling Sal Hepatica. It's certainly the secret of a fast come-back.

Get the double help of
SAL HEPATICA
a sparkling mineral salt
laxative that counteracts
gastric acidity, too.

Get a bottle at
your druggist's today

TUNE IN every Wednesday night at 9 EST, for the "TOWN HALL VARIETIES"



"WE ALL WONDERED
HOW JACK DID IT
TILL WE FOUND
THIS EMPTY
BOTTLE"

JACK HAD ANOTHER
PARTY LAST NIGHT
HE'S CERTAINLY
THE MOST POPULAR
FELLOW IN THIS
PART OF TOWN.

HE SURE IS!
NOBODY EVER
SENDS THEIR
REGRETS WHEN
JACK INVITES
THEM OVER.

IT MUST BE EXPEN-
SIVE TO ENTERTAIN
THAT WAY, FOR HE
SERVES GRAND DRINKS
AND DOESN'T MAKE
ANY MORE MONEY
THAN WE DO.

HIS LIQUOR
BILL MUST
BE PLENTY
HIGH.



LOOK DICK, HERE'S THE
ANSWER. JACK SERVES
CRAB ORCHARD AND
YOU KNOW HOW
LITTLE THAT COSTS.

TWO DAYS LATER
SURE-AROUND
A DOLLAR
A PINT.

NOW I UNDERSTAND
WHY JACK CAN BE
SO HOSPITABLE.
BUT I NEVER
REALIZED
CRAB ORCHARD
WAS SO GOOD.

NEITHER DID I, BUT
STILL IT OUGHT TO
BE GOOD. FOR
IT'S KENTUCKY
STRAIGHT BOURBON
MADE THE
QUALITY WAY.



PLEASE YOUR PALATE AND YOUR PURSE - AT YOUR
FAVORITE BAR OR PACKAGE STORE, ASK FOR

Crab Orchard
BRAND
WHISKEY
KENTUCKY STRAIGHT BOURBON
90 PROOF



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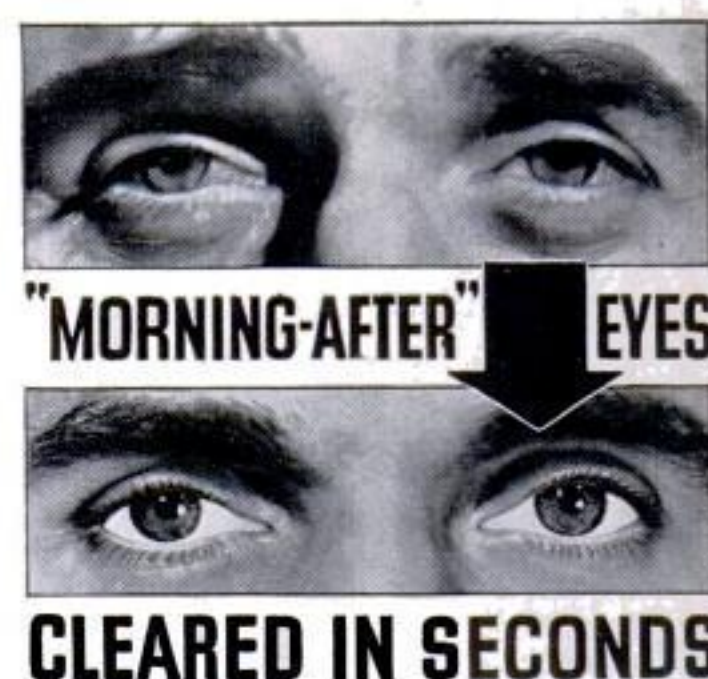


One of the founder-members of the Nazi Party, personal friend and ardent supporter of Hitler since 1919 is Heinrich Hoffmann (above with the Führer). He is the only photographer allowed to attend and record private functions with the Führer, the only photographer permitted to enter the sacred portals of Hitler's Berchtesgaden chalet (see p. 13). This unique position as pictorial biographer of Germany's dictator has made him a rich man. His exclusive pictures, displaying competent but not brilliant photography, are sold the world over and his value to Hitler as a propagandist is immense (see LIFE, Dec. 6).

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Vol. 5, No. 13

LIFE

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September 26, 1938

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LIFE'S COVER: The clown in the cover photograph is barker for the Crazy House at the Greenbrier Valley Fair to which LIFE goes on pages 40-42. The crazy-quilt background hides the entrance to the show. On it, an artist has drawn the comic-strip heroes of our day—the Captain and his Katzenjammer Kids; Wimpy; little Benny facing big Andy Gump; Minnie & Mickey Mouse; and Mr. Jiggs. Behind this comic come-on the Crazy House is an affair of mirrors and mazes which ends by shooting its customers down a chute (see p. 42).

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*With the quilts Mary played hide-and-seek,
For the nights were so cold and so bleak,
But Kayser Sleepers she wore
Then chalked up a score
Of no pills, no chills, no shivers all week!*

YOU, too, will be saved from the cold, cold breezes if you slip into these adorable Kayser Sleepers! Observe the modish Talon fastener...the smart yoke...the ski trousers! Just imagine how lovely you'll look in a delicate coral blouse combined with royal blue trousers! Solids, too, and prints! Every young wardrobe needs at least one! Made in U.S.A. \$2.00

FREE: COMPLETE 44-PIECE WINTER WARDROBE
In smart new styles you choose yourself! And there are 122 other prizes you can win! It's easy and fun! Get entry blank from your store that sells Kayser gloves, hosiery, or underwear, for details of this big contest.

BE WISER...BUY

KAYSER

AT SMART STORES THE WORLD OVER

Once upon a time



The days of long ago are close at hand in an attic on a rainy afternoon. There's a post-card album bound in dark red velvet . . . ostrich-plumed hats, a lacy parasol . . . The Complete Cook (Philadelphia 1843) with long-forgotten recipes for hotchpotch, herb pies, sillabubs. Then in fine-shaded penmanship, a written recipe—Prize Rule For Sliced Cucumber Pickle. A spicy, piquant-reading recipe—just such a one as is used now for the making of Heinz old-fashioned Fresh Cucumber Pickle.

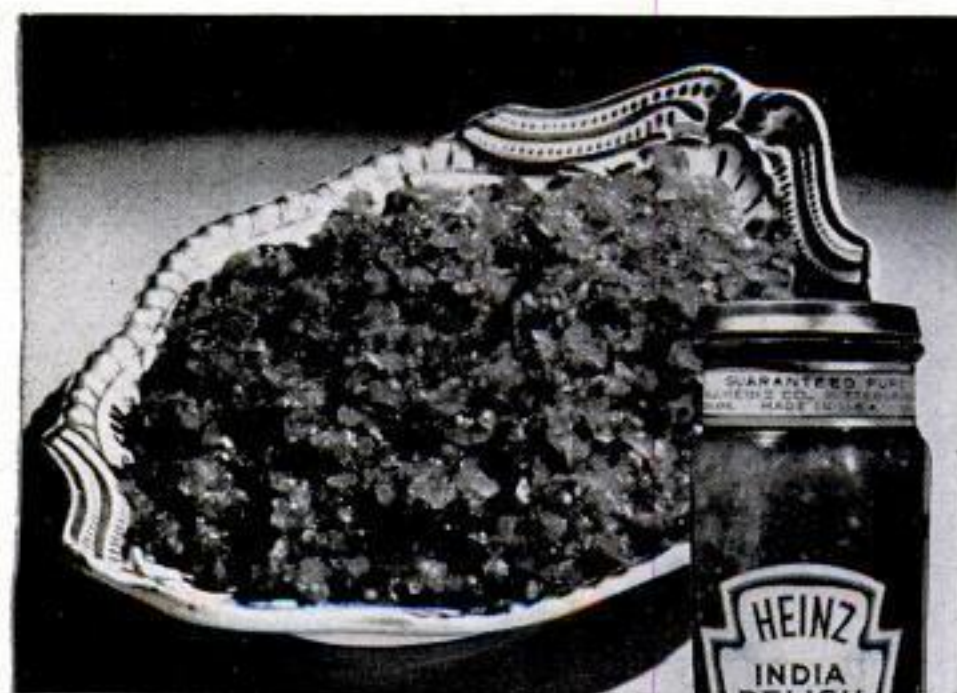


In old curiosity shops, in attics, china cupboards, pantry shelves, old-time pickle dishes are being sought. Quaint bits of china, cut-glass, pottery appear once more upon smart dinner tables—filled (as in days of yore) with spicy pickle-favorites now put up in jars and bottles marked with the "57" label of the House of Heinz.

It's that old-time pickle—crisp, cool, green—Heinz memory-laden Fresh Cucumber Pickle served from a "sea-wave" patterned pressed-glass pickle dish of about 1850.



POKE YOUR FORK INTO MEMORIES!



Hand-painted china pickle dishes were the craze of the nineties. Decorated by the young ladies of the household, they were proudly filled with some special relish. Spicy potpourris like Heinz India Relish, which is made after a treasured rule said to have been brought from India during the clipper ship era. *Hamburgers and Heinz India Relish—yea, man!*



These silver pickle tongs (shown above) were used to capture special tidbits from this pressed-glass pickle jar (Civil War Period). The pattern was known as stars-and-drape. The pickle is an old home-stand favorite, too—Heinz Sweet Mustard Pickle—subtly spiced with a touch of curry. On a slice of baked Virginia ham there's nothing finer!



On some well-laden table 100 years ago you might have encountered this pickle and dish. The dish is of "iron-stone" pottery, popular leaf pattern made with hole for hanging on the back of a china closet. The pickle—Heinz Chow Chow of tiny gherkins, cauliflowerlets, and lilliput Holland onions mingled in a glowing mustard sauce. Marvelous with roast beef!



THE FATE OF EUROPE TURNS ON THE BAVARIAN TERRACE OF REICHSFUHRER HITLER

On this lovely terrace of Adolf Hitler's Berchtesgaden retreat, the conversation turns on the fate of Europe. At left is Hitler on Sept. 1, relaxing for the Nürnberg Congress. Second from right is his No. 1 man in Czechoslovakia, Konrad Henlein, getting new orders. Listening with folded arms are Nazi Propaganda Minister Goebbels (*center, rear*) and Foreign Minister von Ribbentrop (*back to camera, next to Hitler*). In the background is the cool, wooded Alpine valley of Obersalzberg. Presently the fate of Europe began to turn on this conversation.

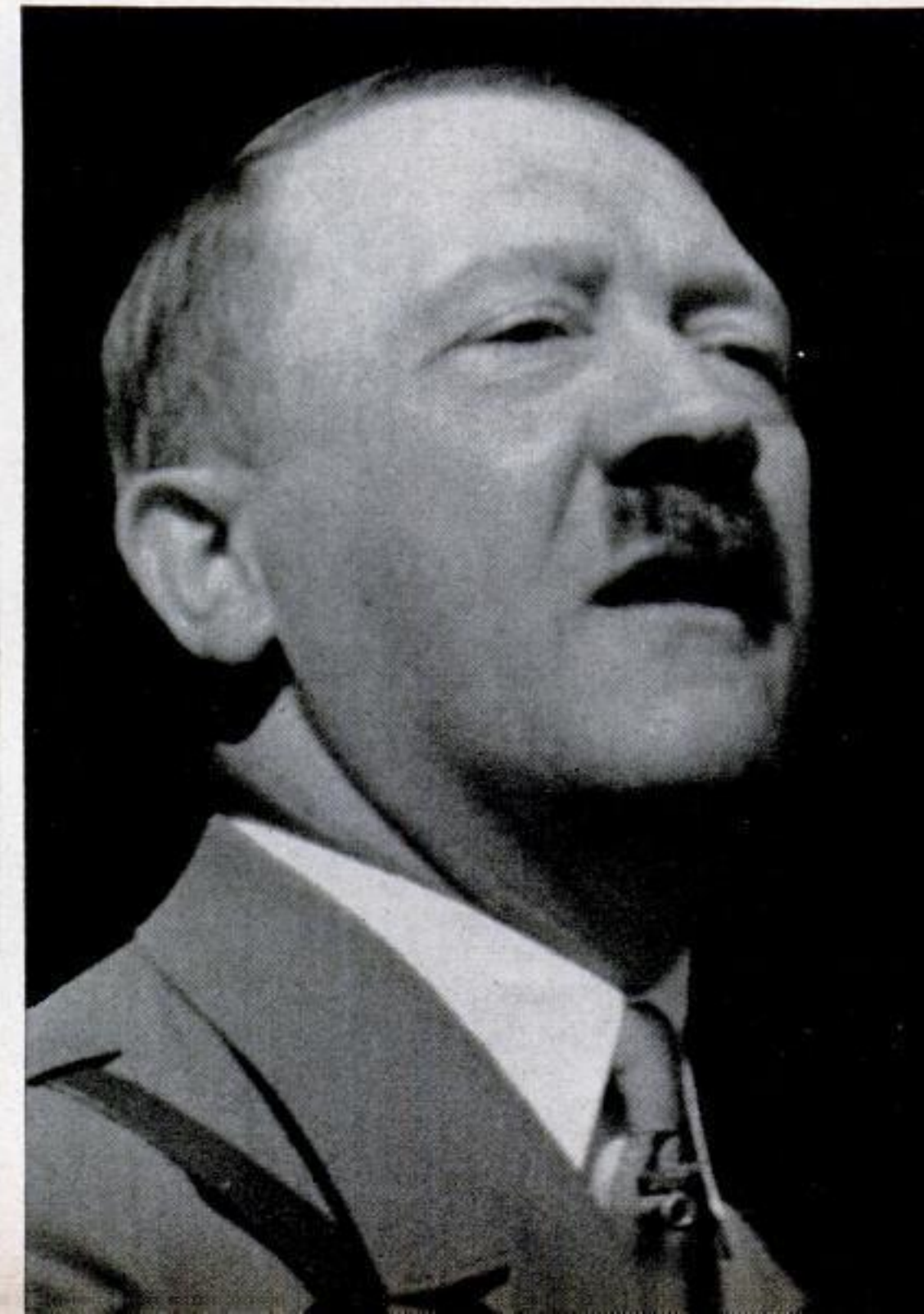
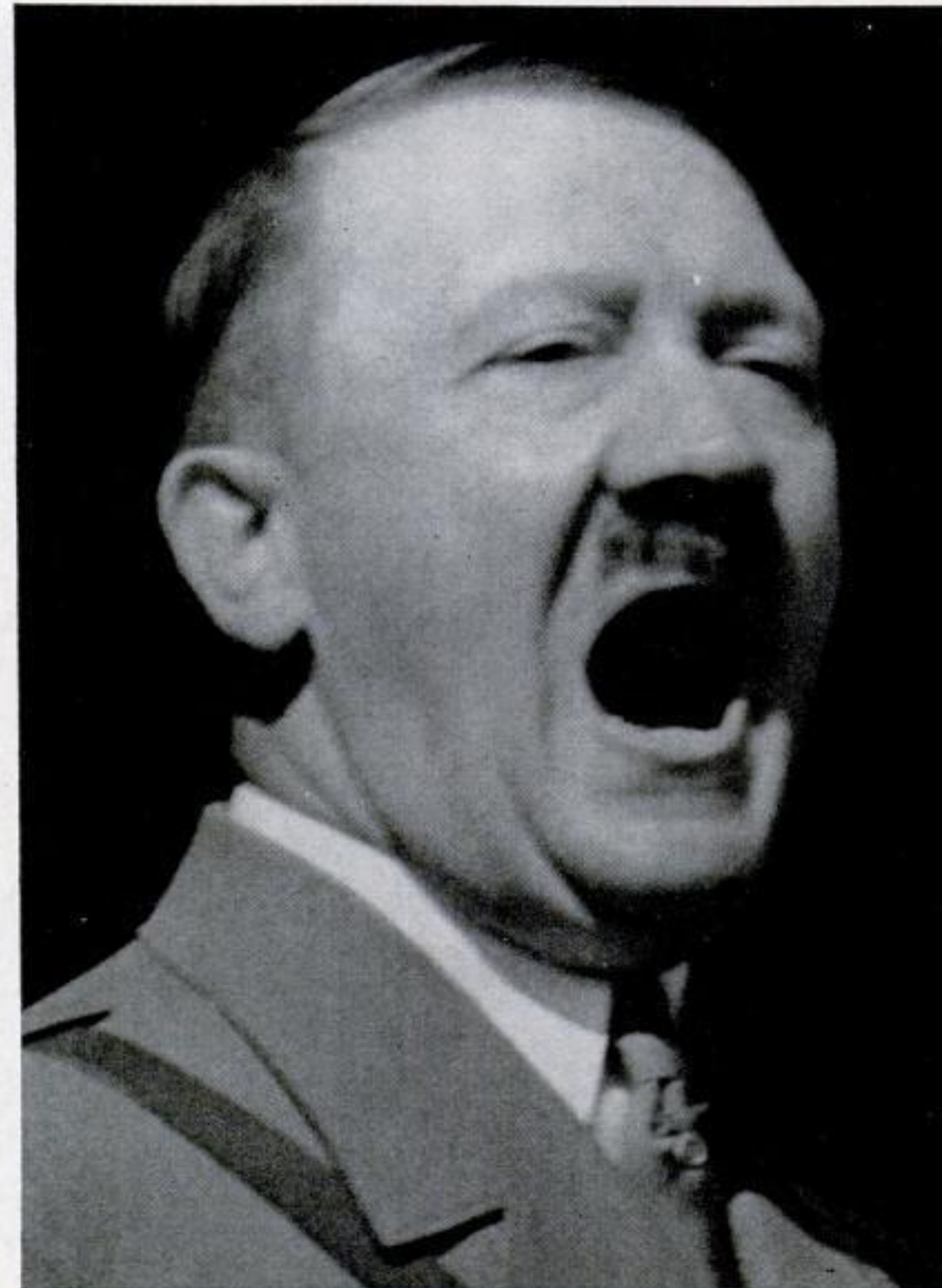
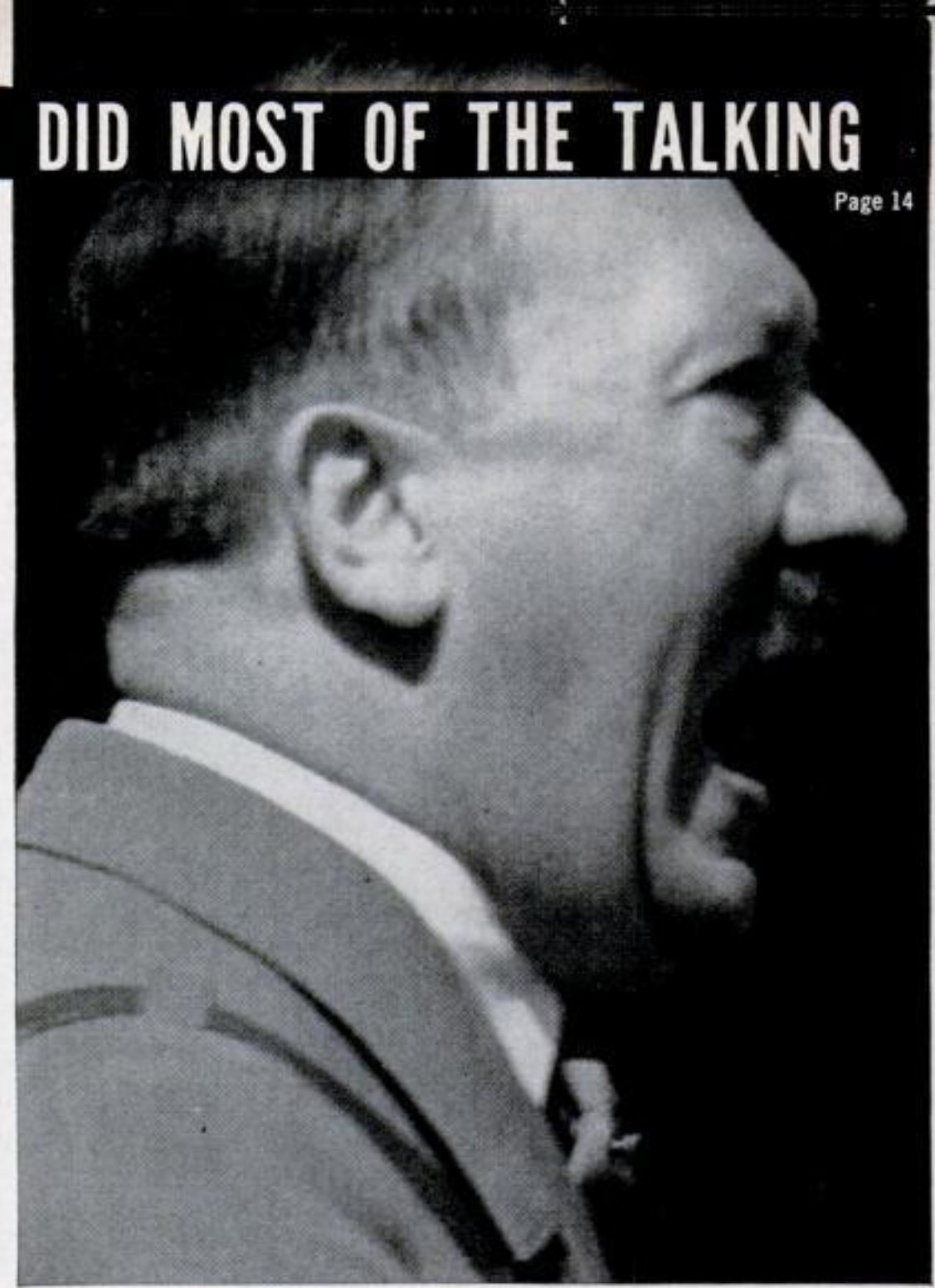
Henlein rushed back to Czechoslovakia, asked the Czechs for still more freedom for Sudeten Germans. The Czechs granted most of his original demands.

Hitler went on to Nürnberg for the Nazi Congress. His wind-up speech (*see pp. 18-19*) excited the Sudetens to riot and gang-fighting. German divisions massed along the Czech border. Henlein plumped for outright annexation of the Sudetens by Germany. The Czechs then cracked down hard on the Sudetens.

With Europe whirling on to what looked like inevitable war, a new and utterly unexpected figure stalked onto the Hitler terrace. It was Britain's elderly, sobersided Prime Minister Chamberlain come to talk the whole thing over with the Reichsführer "to try to find a peaceful solution." The two men, separated by 20 years, language and class, talked for three hours, agreed to talk again before acting.

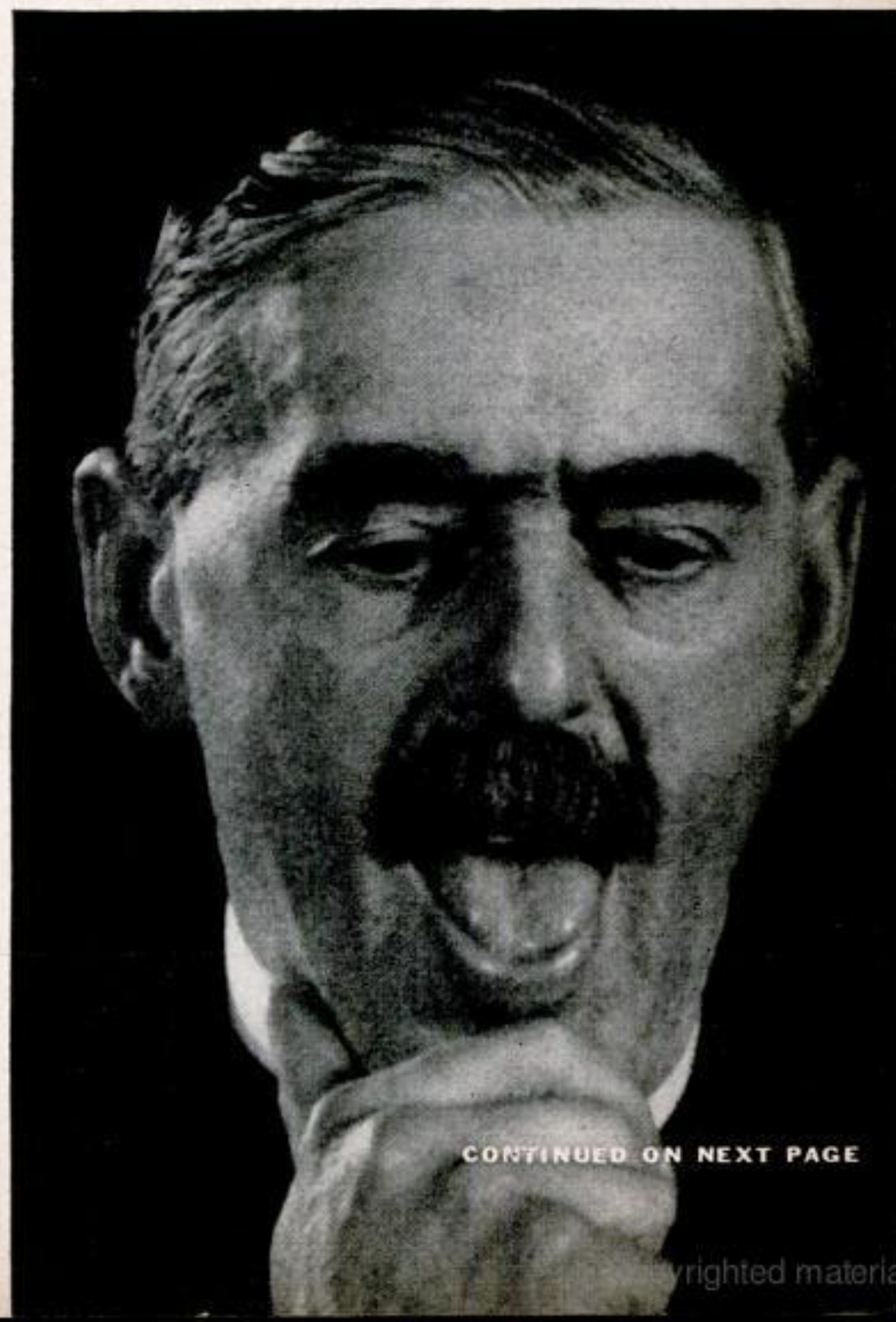
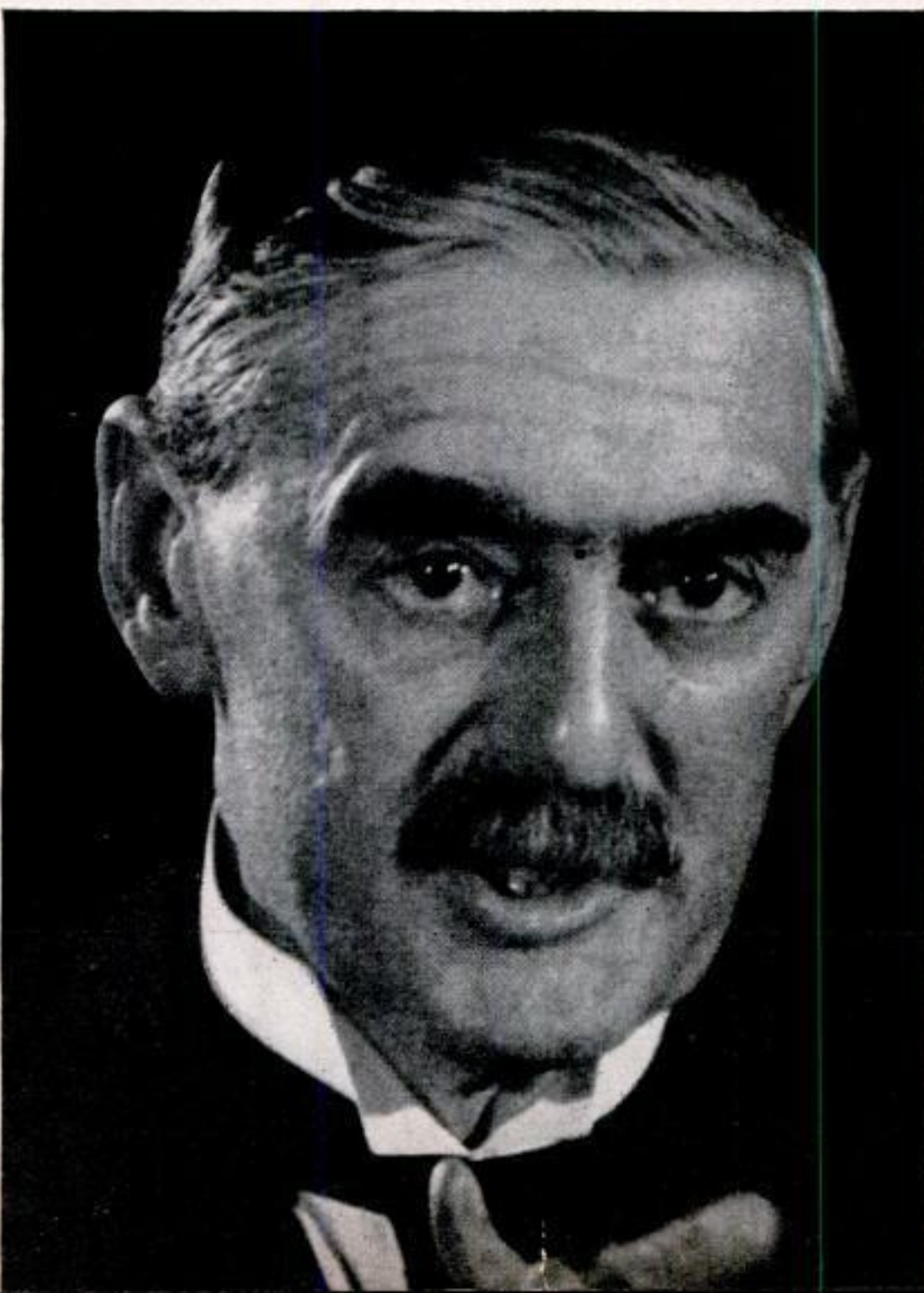
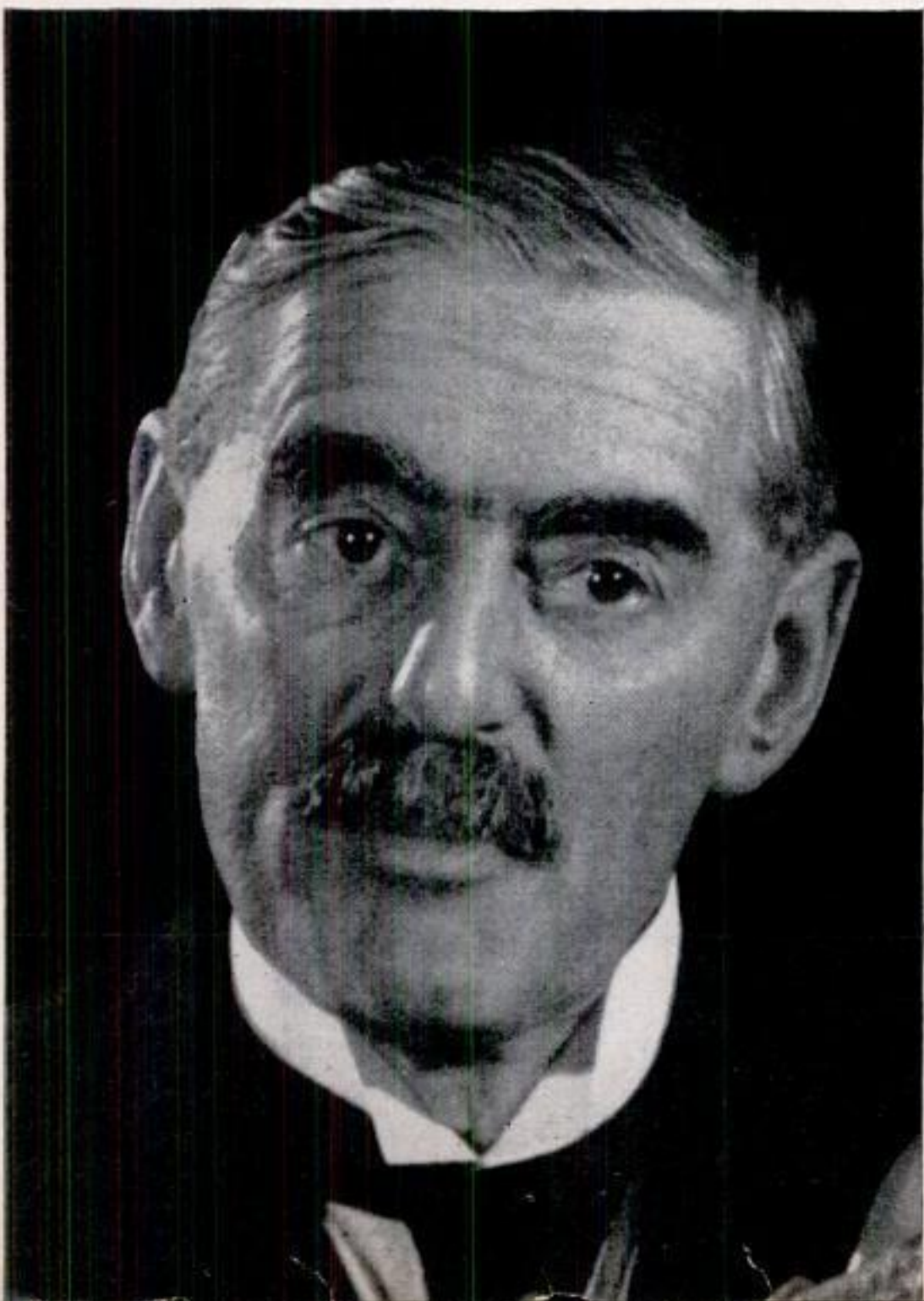
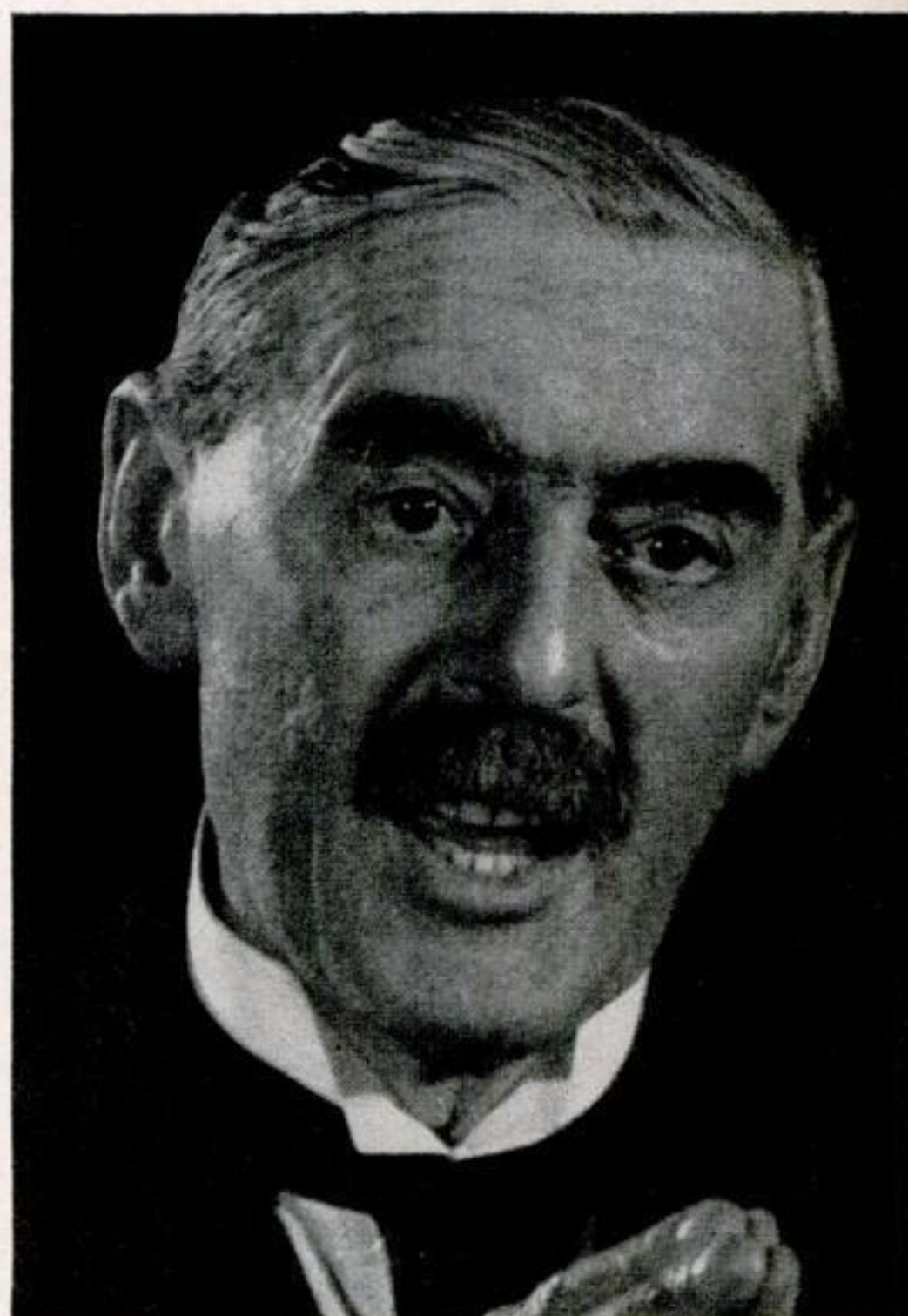
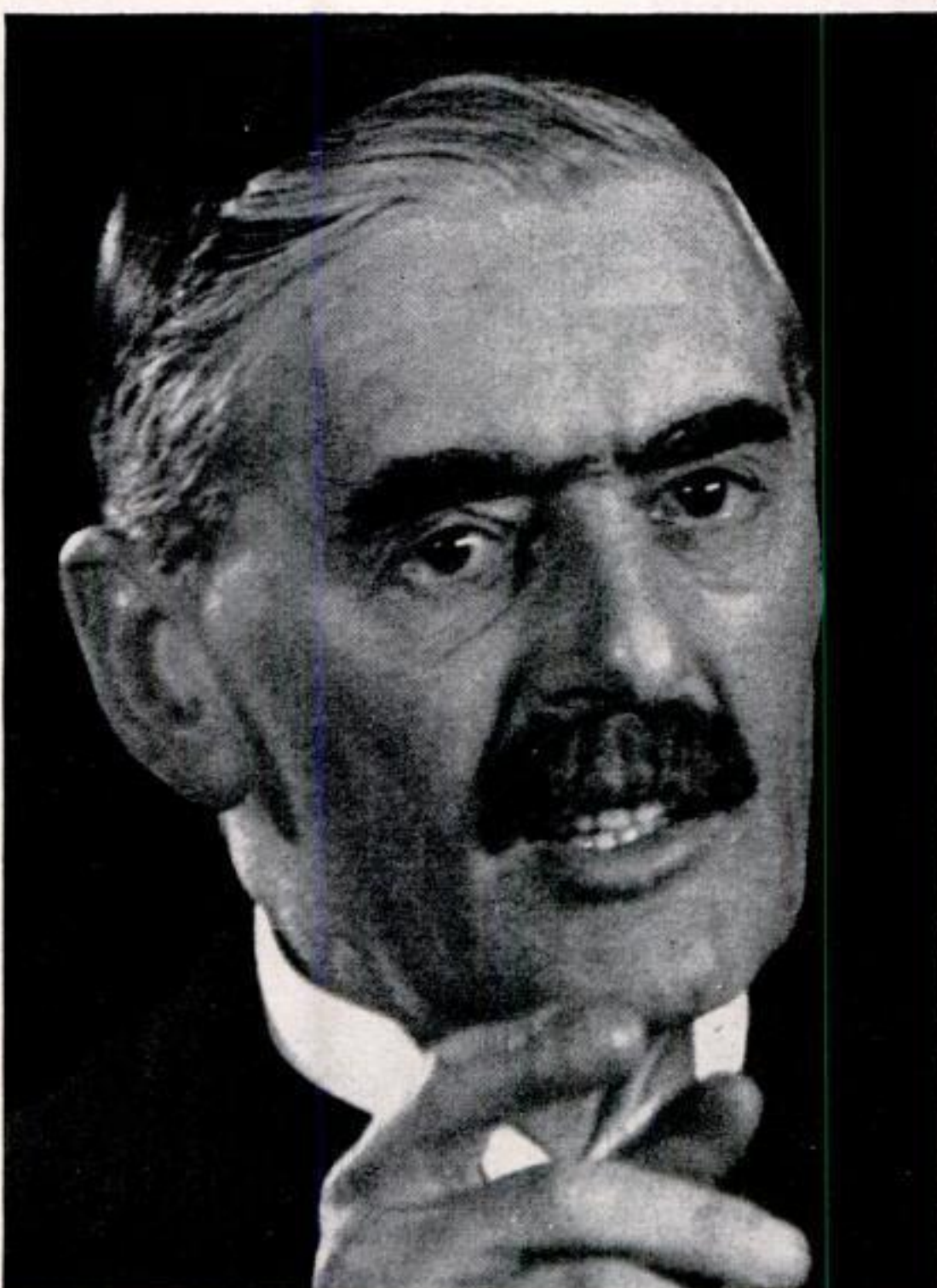
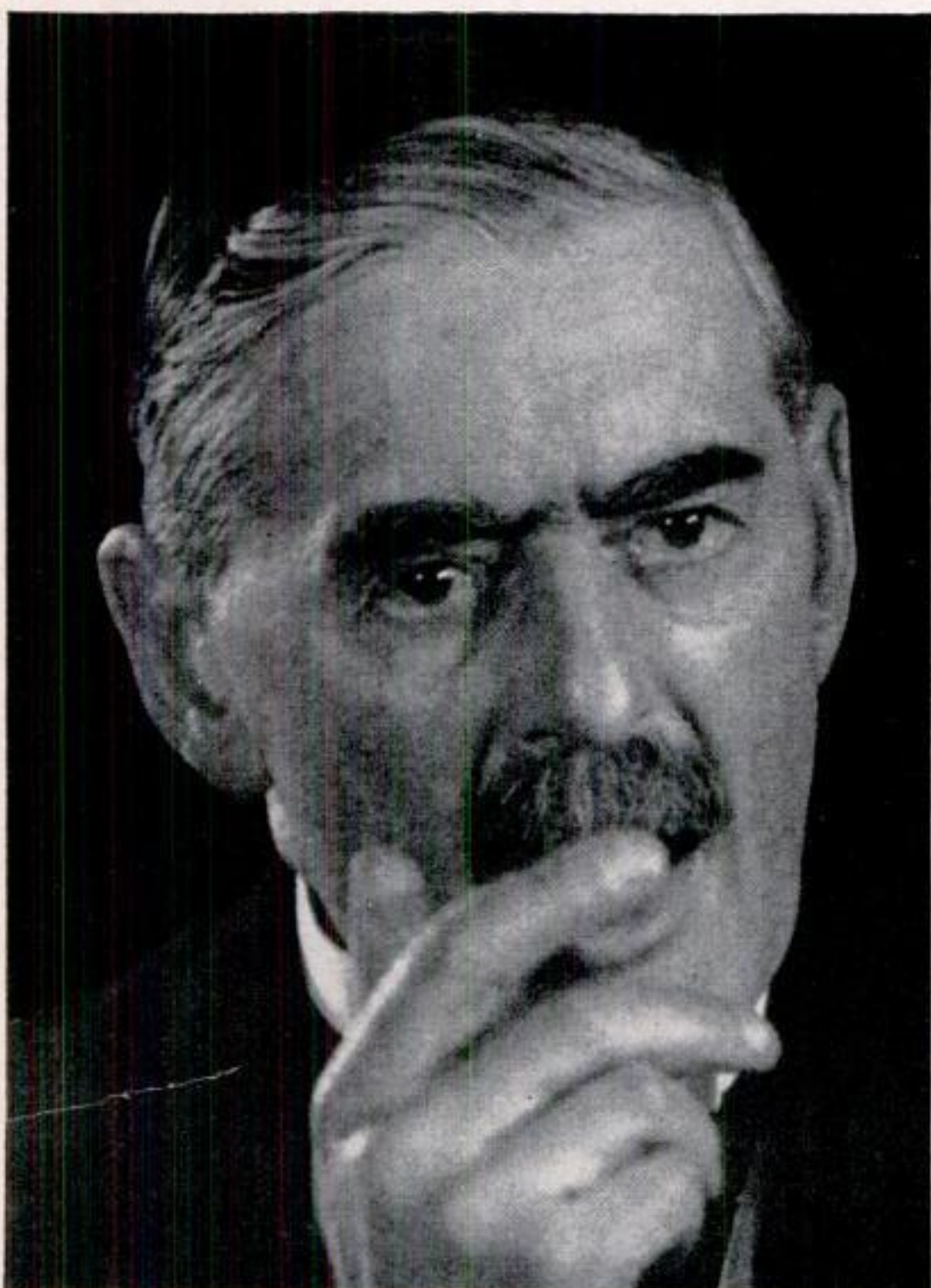
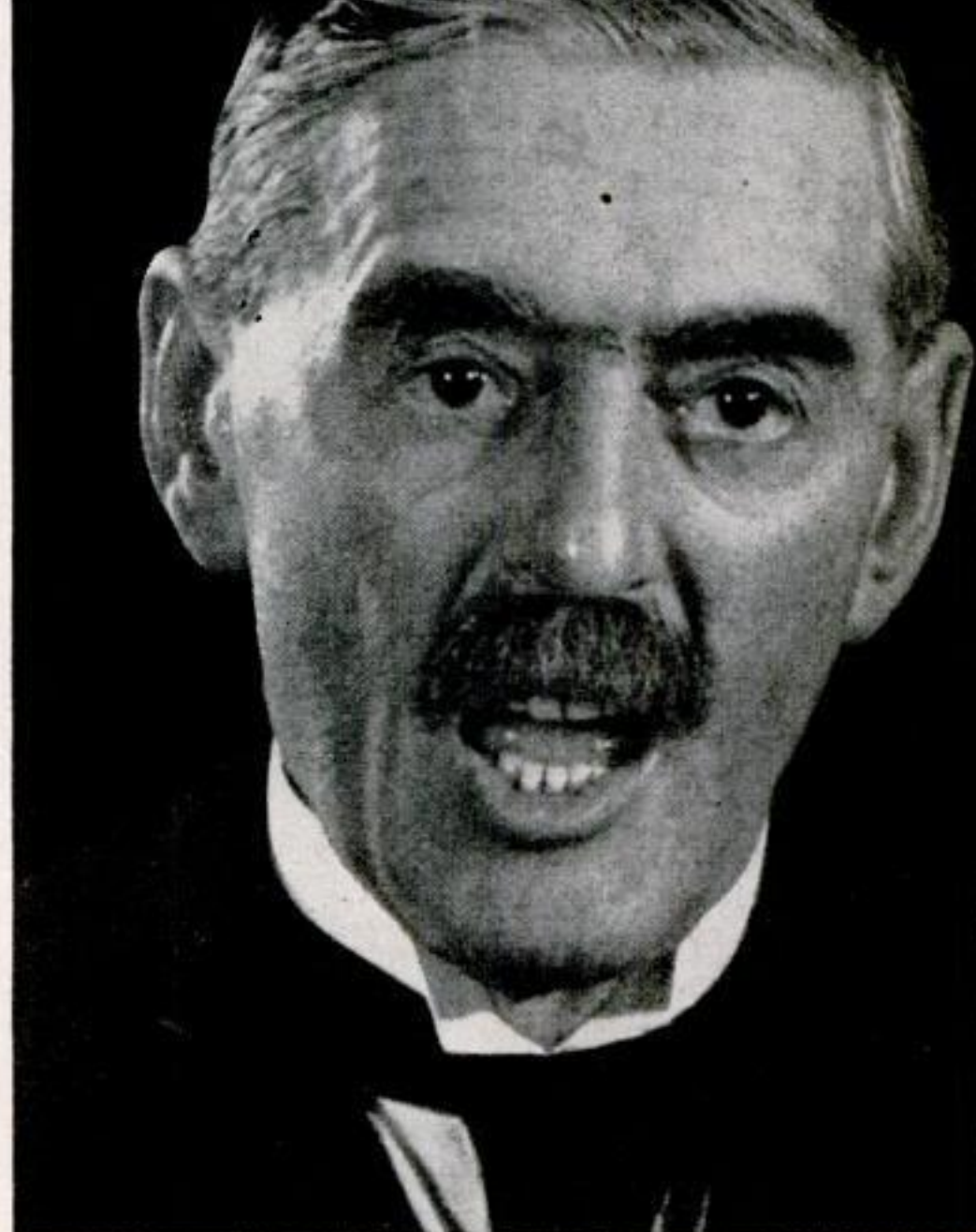
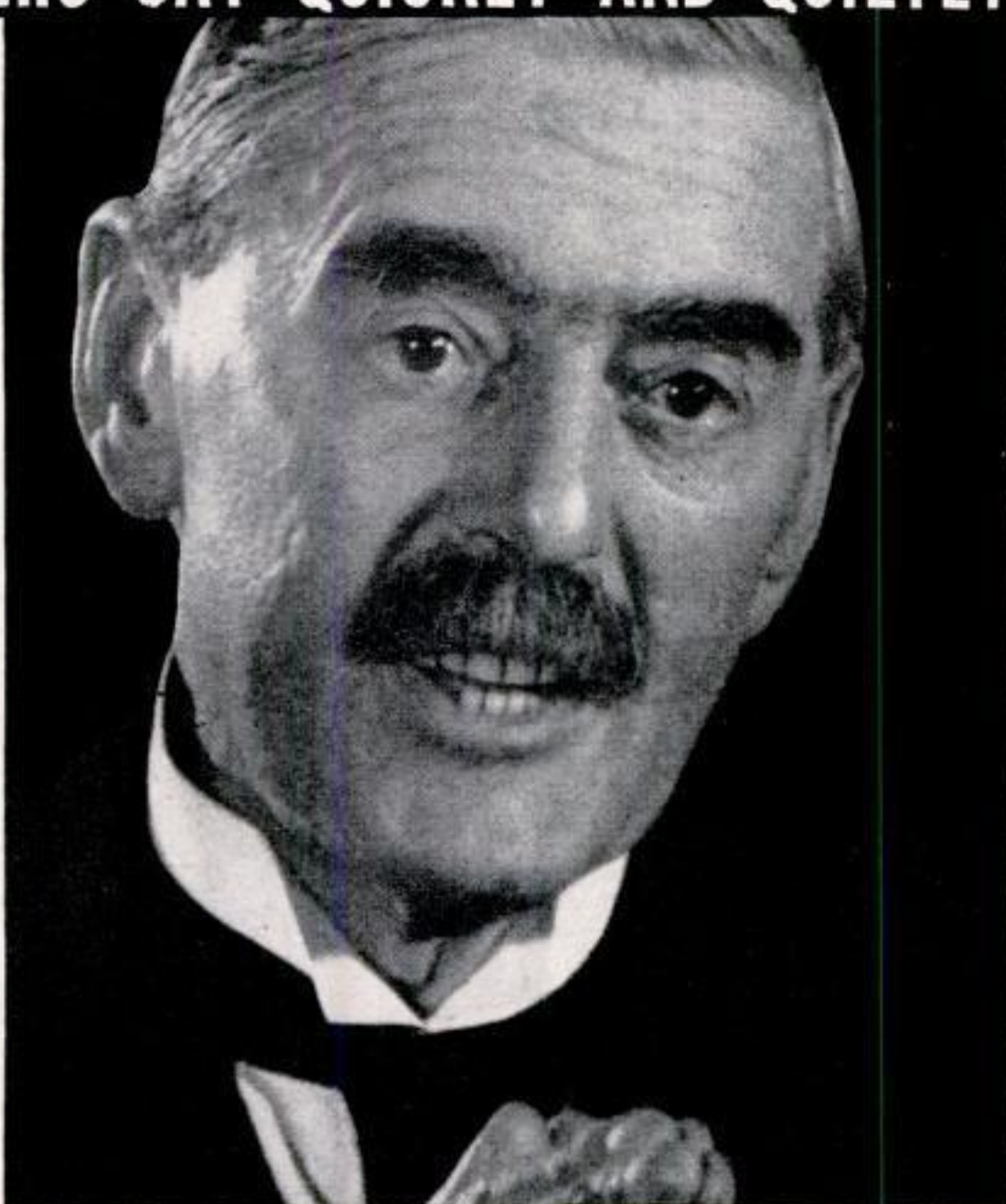
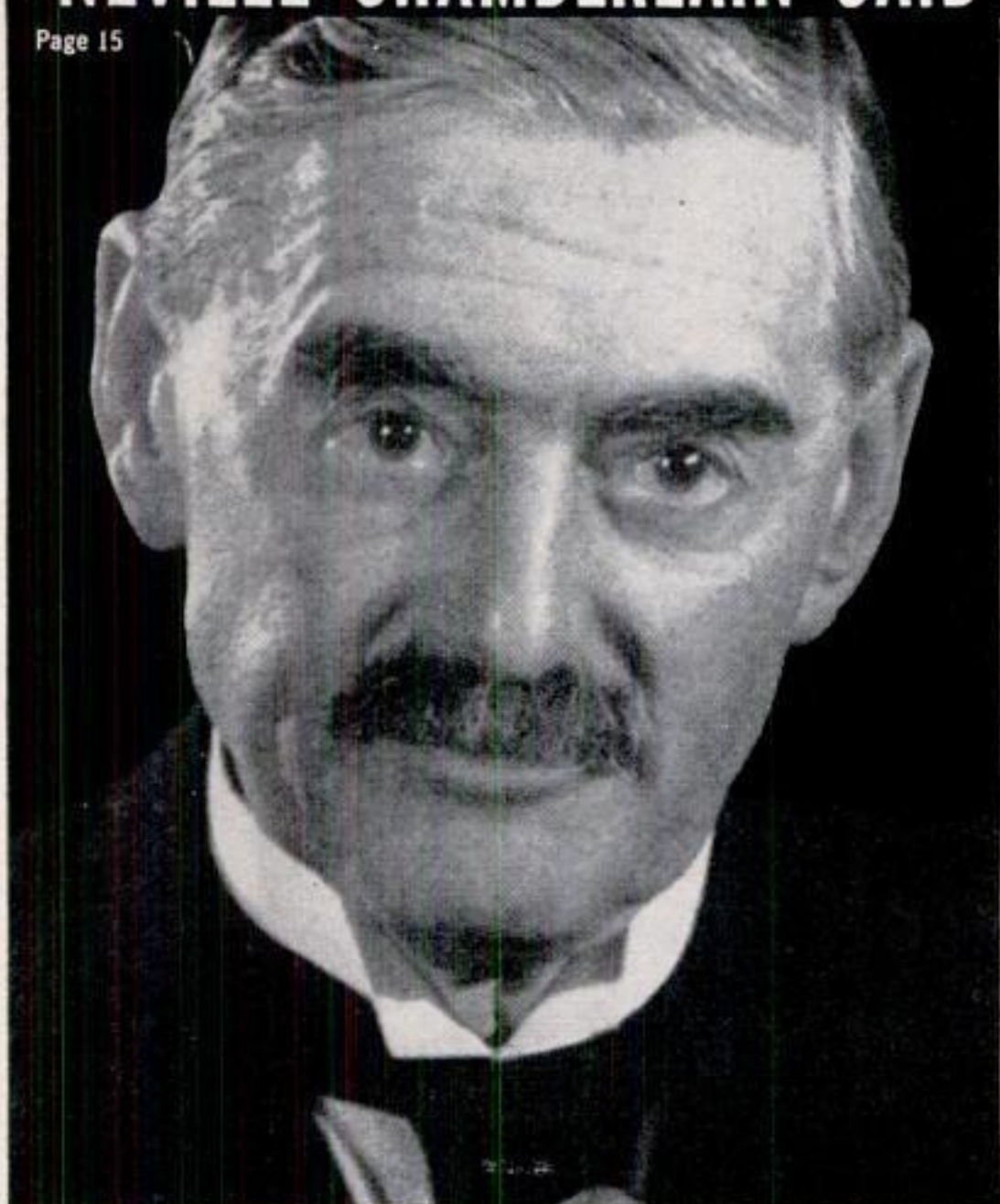
AT BERCHTESGADEN ADOLF HITLER DID MOST OF THE TALKING

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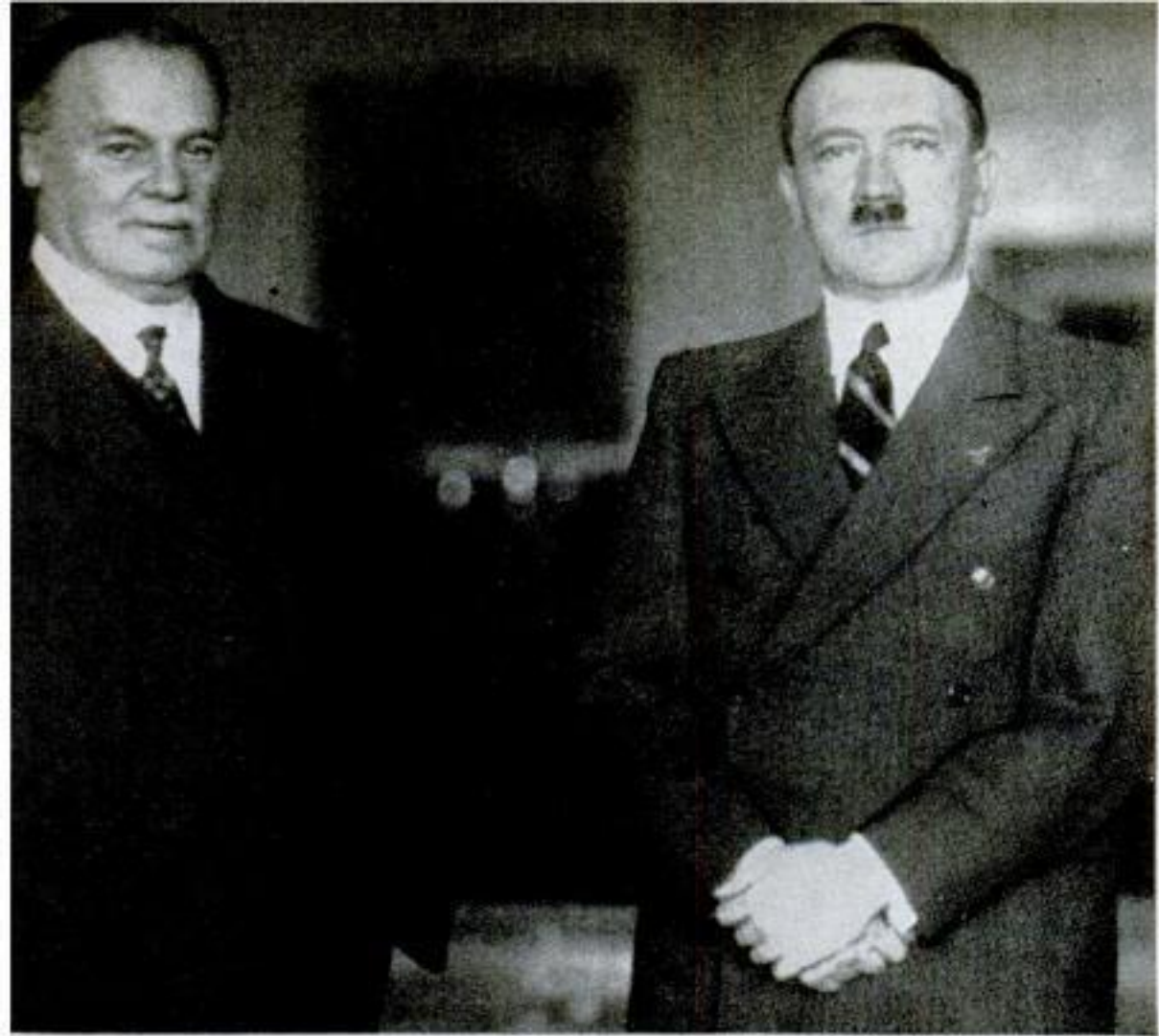
NEVILLE CHAMBERLAIN SAID HIS SAY QUICKLY AND QUIETLY

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First potent Englishman to court Hitler at the Berchtesgaden retreat was fat Newspaper Publisher Lord Rothermere in 1934.



British Foreign Minister Lord Halifax (*derby*) came to bargain with Hitler in his retreat in November 1937, notably failed.



Catches were Britain's Wartime Prime Minister Lloyd George (*above*) in 1936, the Duke of Windsor and wife in 1937 (*below*).



(continued)

THE FATE OF EUROPE SENDS NO 1. BRITON TO HITLER'S HOUSE



MEETING OF CHAMBERLAIN AND HITLER ON SEPT. 15

Boldest stroke of diplomacy in 20 years was the British Prime Minister's unprecedented flight to Adolf Hitler, on Sept. 15, to talk out Europe's fate with its chief troublemaker. Neville Chamberlain had dropped the idea quietly into a full Cabinet meeting at No. 10 Downing Street. The other Englishmen were astonished, then admiring. Chamberlain leaned back in his big chair and said, "Well, I take it it is agreed?" Early next morning a big silver Lockheed plane was taking him over the English Channel on the first plane trip of his 69 years. At 4:30 that afternoon he drove in the rain up the superb Bavarian valley shown below to Hitler's chalet on the side of the mountain. Had he known it, the beautiful scenery was a bad omen. For when Hitler is at Berchtesgaden, his favorite retreat, uplifted by the rarefied air and the view, he feels nearly omnipotent. Here he feels that life is simple to the man on the mountain.

When Chamberlain walked in, Hitler began talking so fast that it took 26 typewritten pages to transcribe his words. Nobody, however, can stampede level-minded, prosaic Prime Minister Chamberlain. It was news that he talked the equivalent of nine typewritten pages, a lot for him—about 45 minutes

of straight talk. Hitler was impressed. "A straightforward type of statesman with whom it is possible to deal," he said. What he meant was that Chamberlain had heard him out. But what Chamberlain had heard sent him flying back to London to report to his Cabinet. He had planned to stay three days. He announced that he and Hitler would talk again in a few days and implied that he had Hitler's word that Germany would not resort to violence until more talk had passed. Next time, Chamberlain said, the meeting place would be nearer England, "to spare an old man so long a trip."

The hopes and the risks of Neville Chamberlain's trip were both enormous. It dramatically convinced the peoples of the West that Englishmen are not standing on their dignity in their efforts to avoid war. It must have convinced the German people of the same thing, though their controlled newspapers played the news way down. It gave the Nazis a big piece of prestige at no concrete expense, for British Prime Ministers do not often go a-courting. But at the same time it made the Czechs afraid that England proposed to betray them. And Russians know that a peace in the West means eventual war in the East, for a finish fight between Fascism and Communism.



Hitler's mountain chalet near Berchtesgaden is perched under a snowy peak of the Bavarian Alps, two miles away is

what used to be an independent Austria. The great living room where Chamberlain sat is behind the big front window.



FIVE HOURS OF WAGNER SETS HITLER'S MOOD AT NÜRNBERG

To get in the high mystic mood for the oratory illustrated on the following pages, Adolf Hitler opened his Nürnberg Congress, Sept. 5, by attending Wagner's great opera, *Die Meistersinger von Nürnberg*, his favorite which he has heard some 250 times. Above, he sits with Nürnberg's Gauleiter Julius Streicher before the curtain goes up. The five-and-one-half-hour performance, rehearsed for months, was perfect.

Hitler's favorite tenor sang the part of Walther—Eyvind Laholm, born Edwin Johnson of Wisconsin. It always rests and revives Hitler to hear the tuneful story of the young composer-knight who enters *Die Meistersinger's* music contest a stranger and defeats the reactionary opposition by his genius. It is easy for Hitler to imagine that he is the young knight and that *Die Meistersinger* is the story of his life.

CONTINUED ON NEXT PAGE

HITLER'S NÜRNBERG SPEECH

Here quoted and illustrated, it summarizes the history of Europe

What Hitler said in his final three-hour speech at Nürnberg, Sept. 12, is a key to the current history of Europe. On these two pages its essential points are quoted and illustrated. It is full of superficial, simplified history of events well worth closer study by Americans. What Hitler said here he said again in substance to the British Prime Minister three days later.

This speech pleased not only some Englishmen but even some Frenchmen, for it appears to liquidate Germany's quarrels in the West in exchange for German rights to the East. Also important is the fact that the Nazified Sudetens of Czechoslovakia were Austrians before the World War, never Germans. Hitler's claim to them is geographically fantastic.

"Fifteen years ago the fighting units of the Nazi party for the first time moved into the foreground. We all remember those times with pride. The enemies of today are the same as they were then. And the Nazi State has become the organization of the large masses. . . .



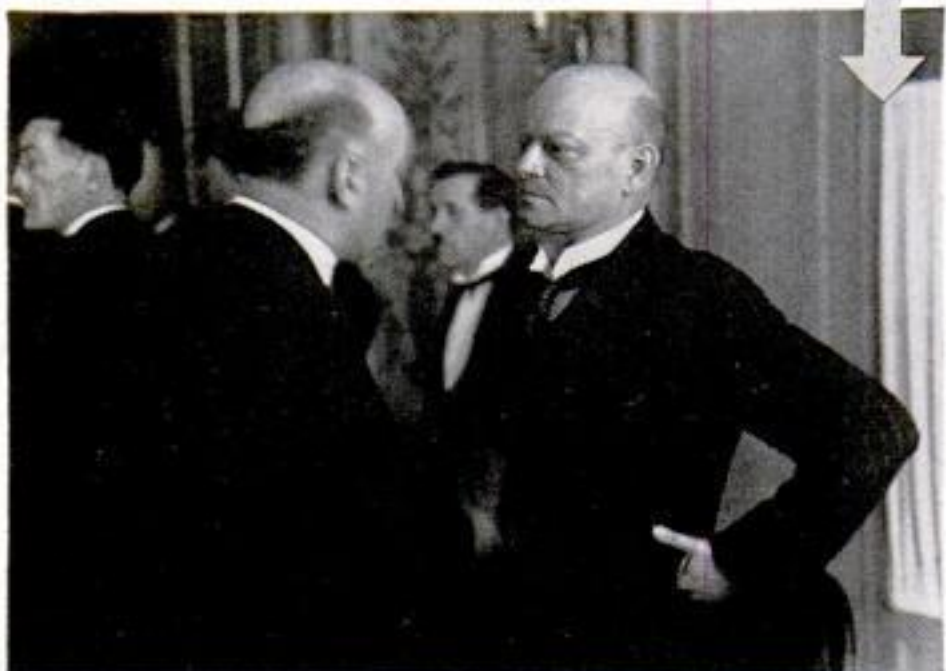
(Nazi sharpshooters of the Party's fighting units pick off Communists from roof-tops during the civil wars.)

"Since the days when we took over the government the united front around Germany is standing against us. Today we again see plotters, from democrats down to Bolsheviki. . . .



(President Roosevelt, a "democrat," without mentioning Hitler by name, has often excoriated Fascist dictators.)

"The State that existed before us was plundered for 15 years. For this it was praised as being a brave and democratic State. . . .



(The Second Reich's democratic Chancellor Stresemann [right] could get no real concessions from the Allies.)

"At this moment a great German people, apparently defenseless . . . is delivered to



(Henlein, leader of the Nazis in Czechoslovakia [right], points to German areas in Czechoslovakia [Tschechen].

"Czechoslovakia is a democratic State. It was founded on . . . democratic lines by forcing other nationalities, without asking them, into a structure manufactured at Versailles. . . .



(Terrible "Tiger" Clemenceau, flanked by President Wilson and Lloyd George, speaks at Versailles in 1919.)

"Among the majority of nationalities that are being suppressed in this State there are 3,500,000 Germans. These Germans, too, are creatures of God. Politically more than 3,500,000 people were robbed in the name of self-determination by a certain Mr. Wilson. . . .



(President Wilson, shown leaving Peace Conference in 1919, where his ideals were twisted and defeated.)

shameless ill-treatment and exposed to threats. I am speaking of Czechoslovakia. . . .

These belonged, not to Germany but to Austria-Hungary before the War, are economically tied to Czechoslovakia.)

"The misery of the Sudeten Germans is without end. 3,500,000 who belong to a people of almost 80,000,000 . . . are terrorized because they greet with a form of salutation that is not agreeable to them [the Czechs], although they are greeting not Czechs but one another. . . .



(Sudetens give Nazi salute in secret in Prague. Czechs, however, did not outlaw the movement until Sept. 16.)

"In the 17th Century France took Alsace and Lorraine from the old German Reich. In 1871, after a hard war that was forced upon her, Germany demanded them back. After the World War they were lost again. The minister of Strasbourg meant a great deal to us Germans. We decided to renounce it. . . . We wanted once and for all to end this eternal dispute with France. . . .



(The medieval Cathedral at Strasbourg on the Rhine is one of the oldest and most beautiful in the world.)

"We ourselves voluntarily restricted our power in an important field [the German navy] in a hope never to have to cross swords again with the nation in question [Great Britain]. This was not done because we could not have built more than 35% of Great Britain's ships. . . .



(Cruiser launched last month by the wife of Hungary's Regent keeps within the Anglo-German naval treaty.)

"This self-restriction of Germany . . . does not mean that Germany is disinterested in all European problems and frontiers. . . . We quite understand that the French and British always defend their interests in the whole world. . . .



(Great Britain is perpetually defending India's North-west Frontier where it now fights a lively little war.)

"No European nation has done more for peace than Germany. But . . . the National Socialist State must not be confused with the Germany of Bethmann-Hollweg and Hertling. . . .



(Bethmann-Hollweg was the Chancellor 1909-17 who opposed submarine warfare, was fired by Hindenburg.)

"In this year, as you know, after endless postponement of any kind of plebiscite had occurred, local elections, at any rate, were to take place in Czechoslovakia. The Czech Government discovered the idea that the only effective thing to do was brutal browbeating. The brute force of the Czechs' power must be displayed . . . to make them vote accordingly. . . .



(Czech policemen carry Czech blind to June elections in a predominantly German town, Liberec. Sudetens won.)

"In order to make this demonstration plausible before the election, Dr. Beneš invented the lie that Germany had mobilized its troops and was about to invade Czechoslovakia. . . .



(Czechoslovakia's able, cool-headed President Eduard Beneš, shown above with wife, wants to keep all he has.)

"There is nothing new about making such lies. Last year the press of other countries published the false news that 20,000 German soldiers had landed in Morocco. The Jewish fabricators of these lies hoped to bring about war. . . .



(No. 1 "fabricator" was able French journalist Pertinax [André Géraud], no Jew. Publicity stopped Germany.)

"You all understand that a great power cannot suddenly submit a second time to such a base attack. In consequence I took the necessary precautions. On the construction of the defenses in the West there are now 278,000 workmen. Behind this front of steel and concrete, there stands a German people in arms. . . .



(The shovel boys of the Labor Corps now number 250,000. They get semi-military training for six months.)

"Moreover, I am not willing to allow a second Palestine to be created here in the heart of Germany by actions of other statesmen. The poor Arabs are defenseless and perhaps deserted. The Germans of Czechoslovakia, however, are neither defenseless nor deserted. . . .



(An Arab at Haifa in Palestine is being searched by a British sailor while the customs officer stands idly by.)

"Standing in Rome in the Spring of this year I realized how the history of mankind is viewed and judged in intervals that are too short and therefore inadequate. What becomes exhausted in the present can rise up again after a time. The Italy and Germany of today are proof of this. They are rejuvenated nations. The Roman Empire begins to breathe again. . . .



(When Hitler was in Rome, Mussolini showed him Canova's statue of Napoleon Bonaparte's sister Pauline.)

"More than 1,000 years before the discovery of a new world a mighty Germanic Deutsches Reich existed. Dynasties came and disappeared. The German Reich has slumbered a long time and the German people have awakened and taken their 1,000-year-old crown to themselves. . . .



(Germans and French claim 8th Century Charlemagne [left]. Barbarossa [right] was 12th Century German.)

"The new Italian Roman Empire and the German Empire are in all truth very old creations. People do not need to love them, but no power in the world can any more remove them."



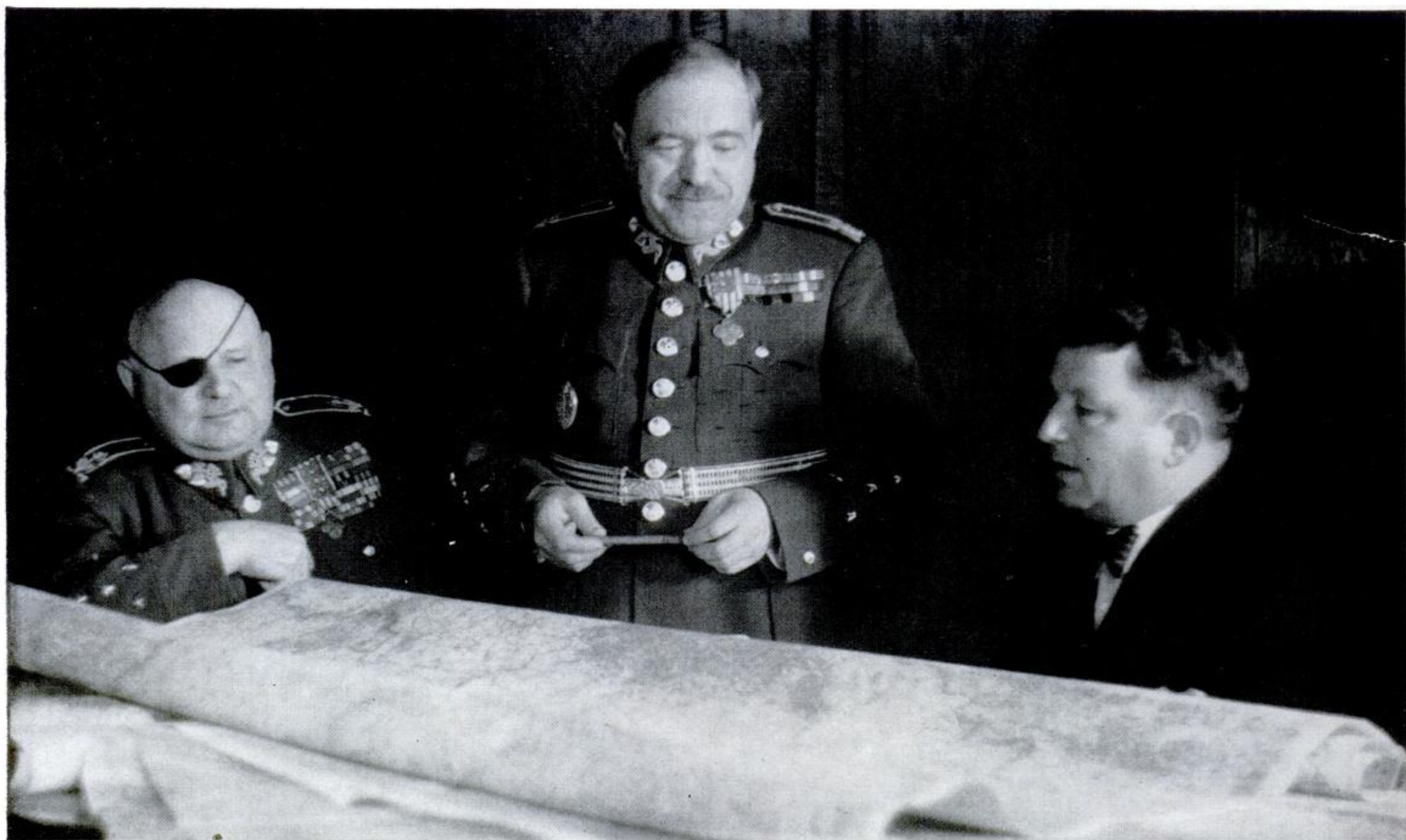
"WE WILL FIGHT TO THE LAST MAN FOR EVERY INCH OF CZECHOSLOVAKIA"



Czech Army is well-supplied with guns from Czechoslovakia's great Skoda munitions works which supplied the Aus-

tro-Hungarian armies during the War. Above is the heavy Schwartzlose machine gun. In action a water hose would be

attached to the nozzle at the right side of the barrel to cool it. The soldier at left is a Sudeten, at right a Czech.



Czech Army Leaders are, from left, Inspector General Jan Syrový, Chief of Staff Emil Ludwik Krejčí, War Minister

František Machník. General Syrový and his eye patch were shown on the May 30 cover of LIFE. In case of war he will

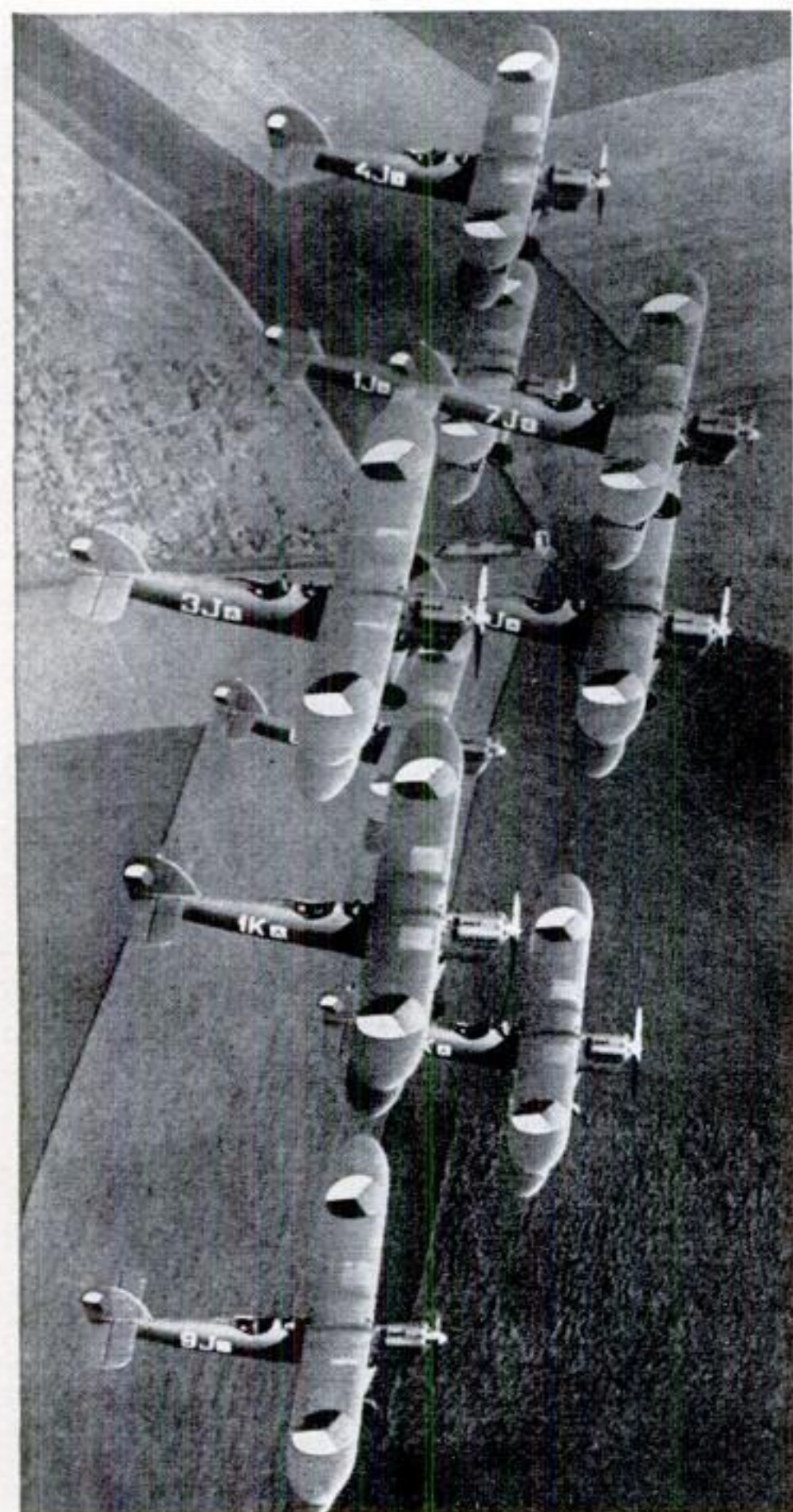
command all Czech troops in the field. Germany would try to pinch off the whole Bohemian end of Czechoslovakia.

In 20 years the Czech Republic has built a fine little army

The Czechs are emphatically not the Ethiopians or the Spanish Loyalists or the Chinese or the Austrians. In the 20 years of existence as a State since Woodrow Wilson set them up, they have improved their time by developing one of the best small (180,000 peacetime strength) armies in Europe. The Czechs are an aggressive, competent, industrious people. They are natural scrappers. Unlike nearly all the other Slavs they are handy with machines. They have produced scores of first-rate scientists and intellectuals. In 20 years they have proved that they deserve a nation of their own. And every Czech is quietly resolved to die before he lets his country's brief modern history end. Certainly he will use the expensive and effective army he has built up and use it with courage, brains and desperation.

True to their character, the Czechs have behaved admirably throughout the crisis. They acknowledged the legal claims of the Sudetens to some self-government. They were not frightened by Hitler's titanic threats. But when their good sense was not answered with good sense and the Sudeten leader committed treason, they answered Hitler by sending troops into Sudetenland to suppress his violent followers.

The Czech soldiers at right wear the peculiar khaki-painted Czech helmet, carry fine Mauser one-barrel rifles, rations bag and gas mask. The whole Czech Army is now in position for war while German divisions are maneuvering just across the Saxon border.



Nine Czech planes carrying Vickers and Lewis guns and bombs, make 168 m.p.h. Engines are 650-h.p. Czech Avias.



LIFE ON THE NEWSFRONTS OF THE WORLD

America watches Europe; Los Angeles recalls a mayor; Beauty comes to the picket line

The nation kept its eyes on the headlines and its ears to the radio, waiting for latest bulletins from Europe. Anyone who might speak with authority was eagerly questioned and quoted. Alfred Lunt and Lynn Fontanne, returning from London where they took their



LUNT & FONTANNE

hit play *Amphitryon 38*, told ship reporters that Europe's atmosphere was so tense "one can scarcely breathe" and remarked that "events abroad change everything for all of us." The nation's hopes and fears were mirrored in the stock market, which slumped on news of the Sudeten ultimatum, rose on Chamberlain's visit to Hitler

and fell again as the crisis continued. But there was no division on public policy. The people of England might be agonizingly split on England's proper course. The people of America, from plain citizens to the Cabinet, which met in Washington, were of one mind: no sympathy for Czechoslovakia or England or France must involve this country in war.

Worried President. President Roosevelt had a triple load of worries: the European crisis, the failure of his Party Purge (see p. 26) and Son James's serious operation for the removal of a stomach ulcer. The President arrived at James's bedside in the Mayo Clinic at Rochester, Minn., with Harry Hopkins, boss of WPA, who knows all about stomach ulcer operations because he had one himself last year. . . . Mrs. Roosevelt was already at Rochester. Through the trying days she continued to write her daily column, as she has done through elections, catastrophes and illness of her own. Every day she found something cheerful, amusing and kind to say. She praised the friendly Clinic atmosphere, endorsed Dutch Treat for high-school dates, told of being caught in a rain which shrunk her dress. Day of the operation she sat in a room of the hospital and was thankful that because her husband was President of the United States he was allowed to have bulletins on the operation. Next day she commented simply that "Jimmy's operation seemed to take a long time" (it took an hour and forty-five minutes) and then talked about the strain on the operating doctor. . . . Jimmy's ulcer proved to be benign (non-cancerous) and next day the President pronounced his son "in grand shape." The Presidential special sped back to Washington where Cordell Hull was waiting with news from Europe.



ROOSEVELT & HOPKINS

War Game. Adolf Hitler's titanic war threat last week jolted the British Prime Minister into flying to Hitler (see pp. 14-16). But the neighbors who know Hitler better, the Czechs and the French, continued to think Hitler did not mean to fight. And Benito



STALIN

Mussolini stayed all week at his country estate, undisturbed. Hitler's windup speech at Nürnberg (pp. 18-19), however, inspired the Sudeten Germans to open revolt against the Czechoslovak State. A Sudeten crowd serenaded Britain's referee, Lord Runciman: "Dear Lord, free us from Czechoslovakia." But this was treason. The Czechs, their long reasonableness having failed, answered violence with violence. Troops marched into the Sudeten areas, brought the calm of a cemetery. But when the British Prime Minister met with Hitler, the Czechs began to fear they might have to fight Germany alone. To Soviet Russia's Josef Stalin, too, the prospect of an Anglo-German-French-Italian deal was ominous. And the Russians offered Rumania's King Carol to abandon their claims to Bessarabia if Carol would let them run Soviet soldiers to Czechoslovakia on two railroads across the northern edge of Rumania. King Carol delayed his answer. Significantly, Moscow suddenly noticed that almost all of the staff at the German Embassy had gone home with wives and children.

Stowaway and School. No wise city editor failed to send a photographer around to the opening of school, for to most of the population between 5 and 17, that was the week's most important event. Twenty-six millions of boys and girls were back at their desks. Perhaps the happiest of them was Bobby Stap of Queens, L. I., who seemed at last to have convinced his elders that a boy of 13 may know his own mind. Bobby is well known to sailors and ship-news reporters as New York's most persistent stowaway. In the last six months he has stowed away twice to Europe (on the *Normandie* and *Georgic*), once to Savannah, once on a Caribbean cruise. At home and at school Bobby is a model boy, bright, industrious and personable, but after the fourth voyage he was sent to a children's shelter. None of the grown folks seemed to understand that the sea was in Bobby's blood, that his father was a ship's cook and his ancestors had followed the sea for generations. It took Columnist Westbrook Pegler to drive home his plight. Wrote Mr. Pegler: "It is, in words of one syllable, a hell of a note when the law assumes that a kid is somehow crazy and wayward because at the age of 13 he has decided what he wants



BOBBY STAP

to do in life and reveals impatience to get started. The British merchant marine takes younger boys than Bobby Stap into training ships. . . ." Last week Bobby came up before a judge who felt the same way. Justice Herbert A. O'Brien decided that, if legal age requirements could be waived, Bobby should go at once to the New York Merchant Marine School to study for the sea.

Hines Mistrial. Nothing about the Law so mystifies and angers the average layman as a momentous decision based on a technicality. Such a decision was the mistrial of Tammany Boss Jimmy Hines (LIFE, Aug. 29). The trial had proceeded four weeks, at a cost of some \$50,000, and the record ran to 1,165,000 words. On the ground that 14 of these words should not have been uttered, Justice Ferdinand Pecora declared a mistrial. The words were a question asked of a witness by District Attorney Dewey: "Don't you remember any testimony about Hines and the poultry racket there by him?" Hines, said Justice Pecora, was on trial for conspiracy in the



SHAW

numbers racket, not the poultry racket, and the question would prejudice the jury.

Los Angeles Recall. On the heels of New York's Hines trial (above), and of the indictment of Philadelphia's Mayor S. Davis Wilson in connection with charges that a local gambling syndicate had been getting political protection (LIFE, Sept. 19), citizens of Los Angeles went to the polls, Sept. 16, to vote on the recall of their Mayor Frank L. Shaw. A civic vice investigation, in which two police officers were convicted of attempting to assassinate one of the investigators, had resulted in charges that Mayor Shaw was the tool of "racketeers and politico-underworld personalities." By 2-to-1, Angelenos voted the Mayor out of office, chose Superior Judge Fletcher Bowron to replace him.

PICTURE OF THE WEEK

The strike of 7,000 retail-store clerks which was called in San Francisco, Sept. 7, after negotiations between retailers and the A. F. of L. union collapsed, filled streets in main shopping districts with a new kind of picket line. San Francisco's shopgirls, famous for their good looks, good manners and good clothes, looked less like the popular conception of unionists on strike than college girls on parade. The strike picture on opposite page sets a new high for charm in the drama of U. S. labor conflict. The two girls shown here outside San Francisco's famed Emporium have just complained of weary feet. A picket captain is carrying them out of the line to rest. Though negotiations were resumed a few days later, these girls and others were still picketing, Sept. 17.

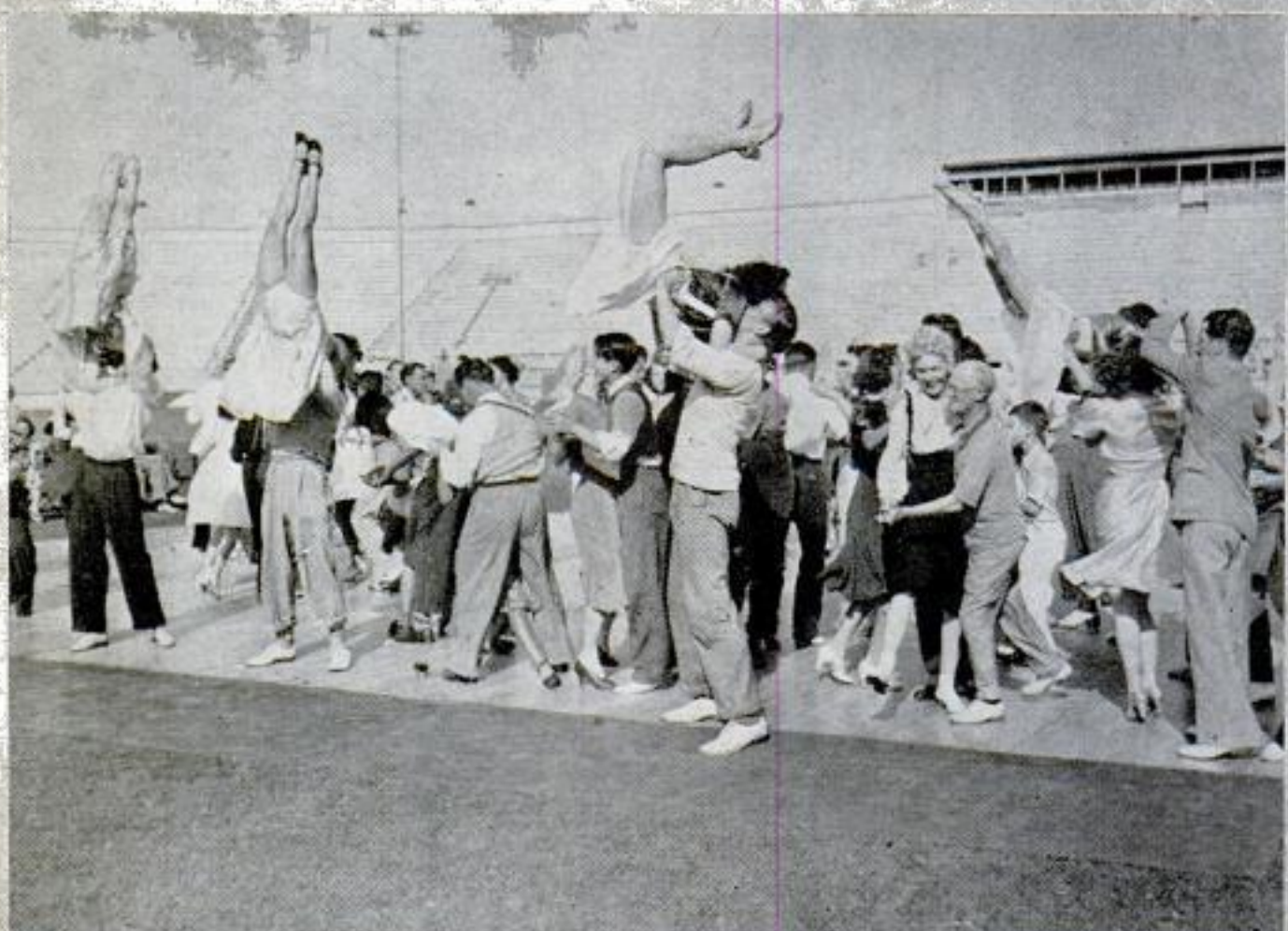


San Francisco store strikers are carried off duty on picket line

JITTERBUG JAMBOREE RAISES FUNDS FOR LEGION VISITORS



Legionnaires who came early to Los Angeles for the annual American Legion convention got a small but appalling hint of what was in store for them when a local Legion post on Sept. 11 held a jitterbug jamboree to raise funds for the entertainment of visiting drum & bugle corps. In the afternoon, jitterbugs old and young (*below*) stomped and scampered in an outdoor arena. Things got worse, however, in the evening when another outdoor jitterbug contest was held. Although dancing rules were supposedly enforced, the prize was awarded to Pattie Lacy and Ray Hersch, the couple above whose dancing was emphatically catch-as-catch-can.



BRITISH AIR HEAD INSPECTS LONDON'S BALLOON DEFENSES



While Czechoslovakia desperately manned her borders and France gloomily filled her Maginot Line with soldiers, Sir Kingsley Wood, British Secretary of State for Air, did his bit to protect his country against the Nazi threat. On Sept. 6, Britain's air-defense head went out to Kidbrooke, near London, put on a pair of overalls and crawled into the valve of an air balloon (*below*). After inspecting the balloon's insides, Sir Kingsley squeezed out again (*above*). What he was doing was looking over the fantastic scheme to protect London against air raids. Balloons will hold up an aerial net which will dangle around the city, ensnare enemy bombers.



RADIO "HAMS" GET TOGETHER IN THE FLESH AT CHICAGO MEETING



In Chicago, 4,000 amateur radio operators gathered at a convention of the American Radio Relay League and there for the first time saw old acquaintances in the flesh. Radio amateurs, nicknamed "hams," spend their spare time talking to each other over short waves, get to know each other only by call letters. To find out what friends of the air were present, "hams" looked at the big board (below) on which those attending pinned call cards. Mrs. Rowland Long, wife of a "ham" who distinguished himself in last year's Ohio River flood, advertised their Station W9NLP with the slogan shown above, based on the last three letters of her call.



SCORES OF CHILEAN NAZIS ARE MOWED DOWN IN SILLY REVOLT



In Santiago, Chile's capital, Sept. 4, young members of the Nacista (Nazi) party held a parade to support the presidential candidacy of General Carlos Ibañez. Intoxicated by the parade's success, the cocky fascists decided to stage a revolution. Next day a group captured a government building, were promptly besieged by government carabineers with machine guns and artillery. After four hours, the young rebels raised a white flag. Carabineers marched survivors off (below), returned in dark of night to remove 60-odd corpses (above). The government announced that this was only part of a planned large-scale revolt, arrested Candidate Ibañez.



DEMOCRATIC SENATORS WHO OPPOSED THE COURT BILL WIN RENOMINATION

President Roosevelt's Purge fizzles out in complete failure

On this page you see the faces of nine conservative Democratic Senators, each of whom opposed President Franklin D. Roosevelt's Supreme Court Bill in 1937, each of whom sought renomination in Party primaries this summer and each of whom won out over Administration opposition. Their portraits form a complete gallery of the famed Senatorial "purge" which concluded in Georgia, Sept. 14, with a final score of Purgees 9; Roosevelt 0.

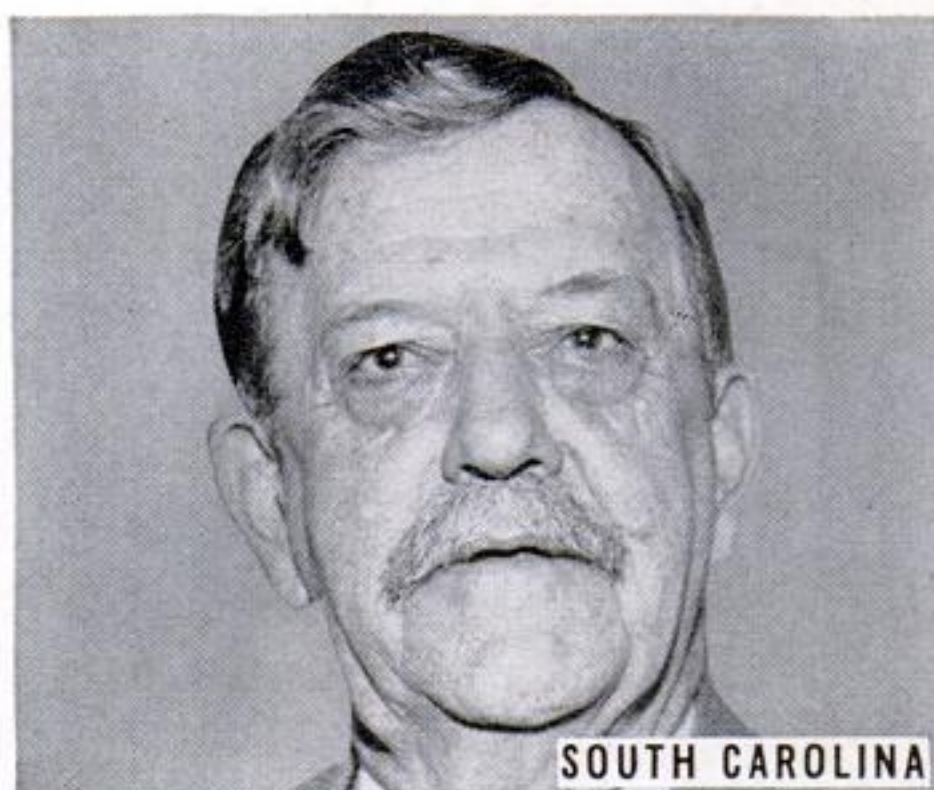
To Administration opponents, the score indicated that nine States had indignantly repudiated Franklin Roosevelt's attempt to sever the political heads of those who opposed him. New Dealers retorted that only in three cases had the President openly intervened, that his motive had been not revenge but desire for a realignment of conservatives and liberals for 1940. What the purge score seemed to prove was that in local campaigns, local personalities may

mean more to voters than a presidential kiss, kick, or cold shoulder.

More importantly, the purge demonstrated conclusively that President Roosevelt, far from being dictator of his country, is not even dictator of his Party. That Party is still composed of State machines run by conservative bosses who, having regained their self-confidence by beating the purge, will undoubtedly give Mr. Roosevelt trouble in 1940.



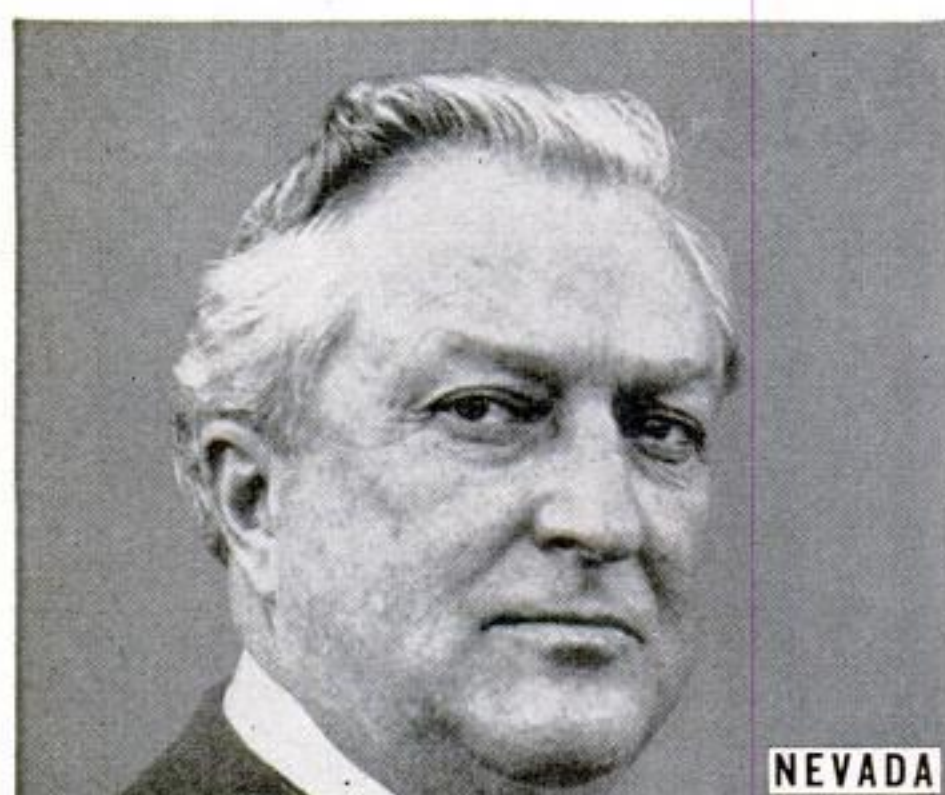
Millard E. Tydings was No. 1 Purgee on Roosevelt list. Elegant, wealthy, didactic, "Militant Millard" bitterly opposed the New Deal from the beginning. His campaign slogan: "Defend your State against Federal invasion."



Ellison D. ("Cotton Ed") Smith, 74, dean of Senate Democrats, was rebuked by Roosevelt in his own State. His reaction was to campaign as usual on a platform of State's rights, white supremacy. Result: election to sixth term.



Alva B. Adams regularly supported New Deal measures, his only default being on Court Bill. In Colorado, President Roosevelt gave him "silent treatment," thus snubbing a man whose family had led Colorado for 50 years.



Pat McCarran was first of the erstwhile loyal New Dealers to oppose the Court Bill. Passing through Nevada in July, Franklin Roosevelt referred to him only as "The Senator," thanked him vaguely for "some pretty good fish."



Guy M. Gillette voted for most New Deal measures, was campaigning almost unopposed till Harry Hopkins endorsed Rep. Otha Wearin. The Senator then stepped up his campaign as a "loyal" Roosevelt follower, won easily.



Bennett Champ Clark ran virtually unopposed, for the President ignored Missouri, did not give his blessing to Clark's two obscure opponents. In his campaign Clark said he differed with Roosevelt "with great reluctance."



Walter F. George supported New Deal farm and economy legislation but Roosevelt, speaking in Georgia, damned him as a dyed-in-the-wool conservative. Angered, the Senator campaigned bitterly, attacked presidential advisers.



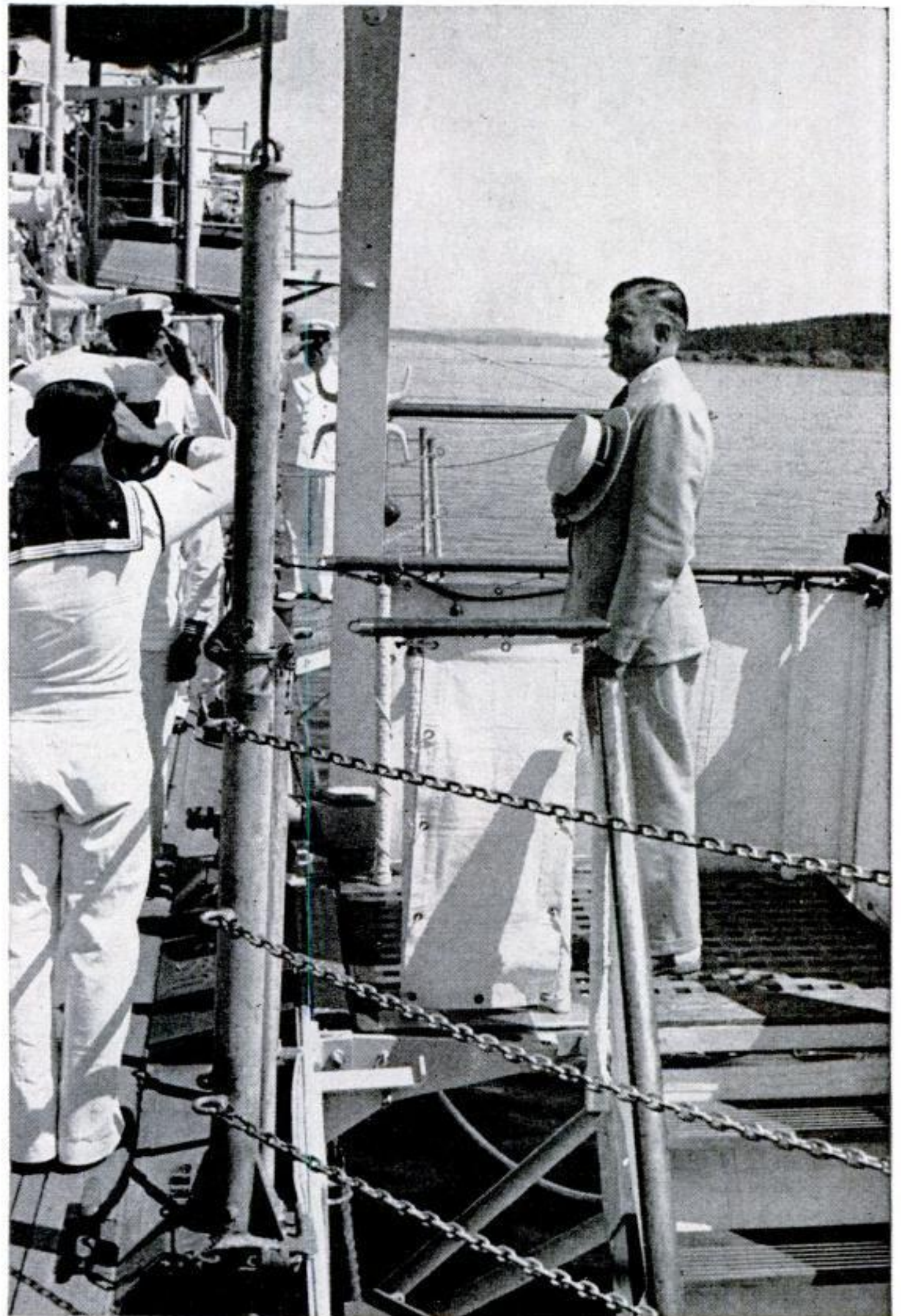
Frederick Van Nuys was marked for purging by Indiana's New Dealish Gov. Townsend. The President publicly denied interest in the campaign. State machine, fearing a Party split, about-faced, invited Van Nuys's nomination.



Augustine Lonergan had the private backing of Party Leader Farley. The President was silent on his candidacy, let local politicians do the talking. Lonergan avoided national issues, relied on his State machine, won at a walk.



At Rockport's annual regatta carnival, Governor Lewis O. Barrows takes visiting Army and Navy friends for a ride on the Ferris wheel during pre-election good-will appearance.



Aboard the S. S. Philadelphia, Gov. Barrows stands at attention after being piped over the side. Each summer a Navy vessel visits Bar Harbor, creates the season's major social stir.



Campaigning, Gov. Barrows emphasized Maine's balanced budget, her good surplus despite grants to 10,000 oldsters.



Drawing a strong bow, Gov. Barrows mixes archery and politics at Rockport. He is 43, started life as a pharmacist.

MAINE STAYS REPUBLICAN IN FIRST 1938 ELECTION

On Sept. 12, in the nation's first 1938 election, Maine voters visited the polls to select a governor, three Representatives in Congress, various local officials. Although Democratic Boss Farley and Republican Boss Hamilton had by personal appearance dramatized the contest into a test of New Deal principles, candidates managed to break a good many extraneous eggs into the election omelet. Republican Congressional nominees unanimously advocated the Townsend Plan. Their Democratic opponents attacked "chimerical" vote-getting schemes. Republican Governor Lewis O. Barrows, shown here in the midst of his campaign for re-election, cited his record of economy in the State administration and generosity in the matter of old-age pensions. Ex-Governor Louis J. Brann, Democratic incumbent from 1932-36, was known to be no New Dealer at heart.

When returns were in, Republicans had repeated their clean sweep of 1936. In Washington administration apologists laughed off results by reiterating that since 1936 the old slogan "As Maine goes, so goes the nation" had been amended to "As Maine goes, so goes Vermont." But Republican Boss Hamilton coupled Maine's vote with Maryland's (*see opposite page*), saw "ignominious defeat" for the New Deal.

A TWO-HEADED BABY GIVES SCIENTISTS NEW EVIDENCE ON THE NATURE OF SLEEP

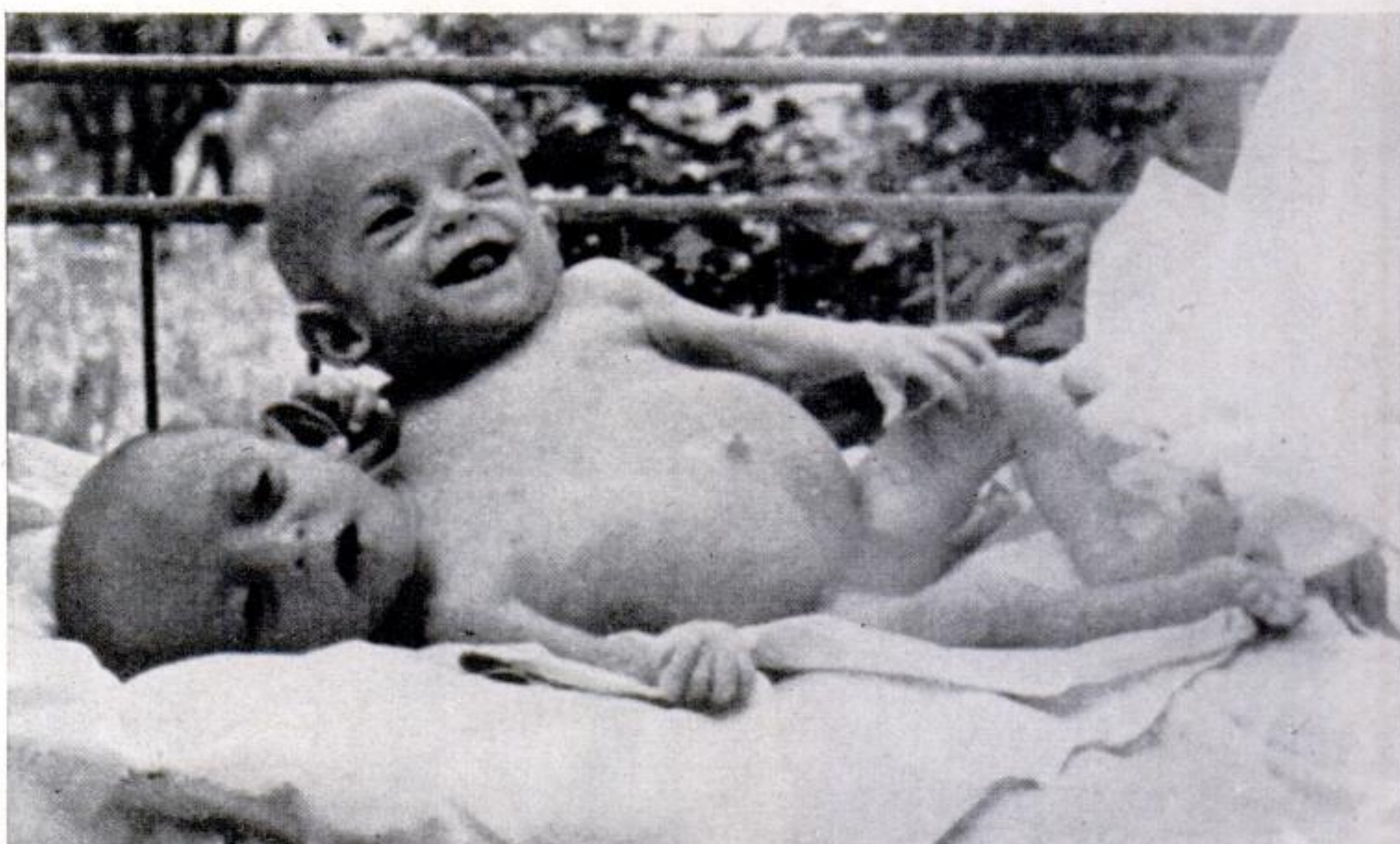
Moscow's strange twin thrives

Last November, a curious baby girl was born in Russia. She had two heads, two sets of arms but only a single body and a single pair of legs. She was what scientists call a coalescent twin. This type of twin results from the incomplete separation of a single egg into two parts. In Siamese twins, the separation is greater, permitting the formation of two complete bodies. In the Russian twins, however, the separation was less. Hence the twins are joined from the shoulders down.

Most coalescent twins are born dead or die soon after birth. But the Russian twins are still alive and in good health. They live at the All-Union Institute of Experimental Medicine in Moscow, nourished and cherished by researchers who find them a unique and invaluable physiological laboratory. LIFE here prints their pictures for the first time in America.

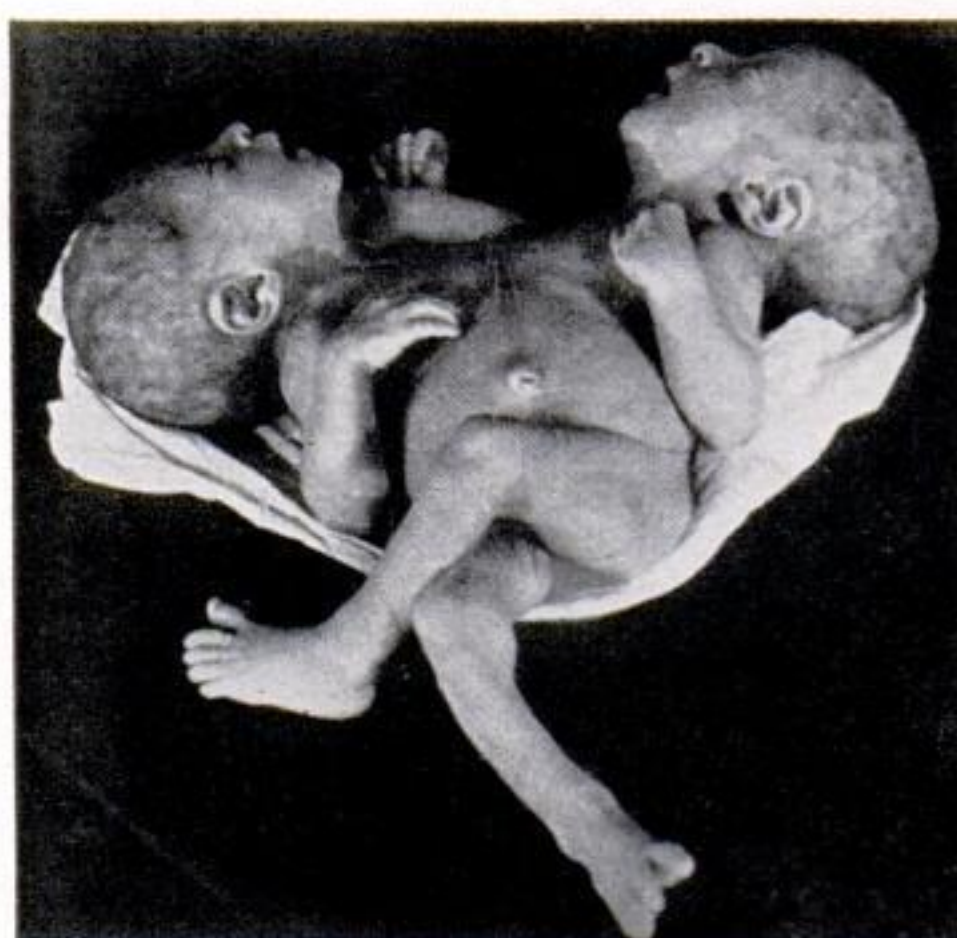
The twins are named Ira and Galya and, except for their deformity, are as cute and charming and good-spirited as any normal babies are. They have separate brains, separate spines and separate nervous systems so each lives her own mental and emotional life. Ira may be very happy and pleased while Galya at the same moment, may be whining and restless. If you prick Ira's finger, she will cry but Galya feels no pain and makes no protest. Either twin can drop off to sleep while the other stays awake.

The twins have separate hearts whose rhythms do not coincide. Their circulatory systems, however, are so merged that both use the same blood. Each twin has her own stomach. Food that goes into Galya's mouth does nothing to appease Ira's hunger. From the stomach down, there is only one organ of each kind for both twins. Professors Anokhin and Speransky, of the Institute, who have been observing Ira and Galya, believe that they give evidence that sleep is initiated by the nervous system and not, as most scientists believe, by poisons in the blood stream: the twins use different nervous systems but the same blood, yet they may sleep at different times.



Ira smiles and lifts her head when her name is called but Galya lies unresponsive and composed. Each twin is aware

of her identity and reacts differently to the outside world. The legs are more spindly than those of a normal child.



Asleep, the twins are shown shortly after they were born, their hands in the fetal position very young babies retain.



Awake, the twins go their own mental ways. Here Ira stares at the camera but Galya's thoughts are somewhere else.



GALYA LIES WIDE-AWAKE IN HER CRIB BUT IRA, HER FINGERS PUSHED COMFORTABLY INTO HER MOUTH, HAS DROPPED OFF TO SLEEP

ANNOUNCING THE BIG NEW 1939 PLYMOUTH

*"So Beautiful You Won't Believe
It's a Low-Priced Car!"*

GLAMOROUS NEW DISTINCTION IN STYLING...Lavish New Luxury...Longer Wheelbase...New High-Torque Engine Performance...Perfected Remote Control Shifting...New All-Silent Auto-Mesh Transmission...New Amola Steel Coil Springs...New "Safety Signal" Speedometer.

NOW ON DISPLAY... NEW "ROADKING" NEW "DE LUXE"

NOW READY for you to see, the most sensational new cars the low-price field has ever known...the brilliant, new 1939 Plymouths!

Biggest surprise is Plymouth's magnificent new styling—sweeping modern lines... amazing extra room...luxurious, new upholstery.

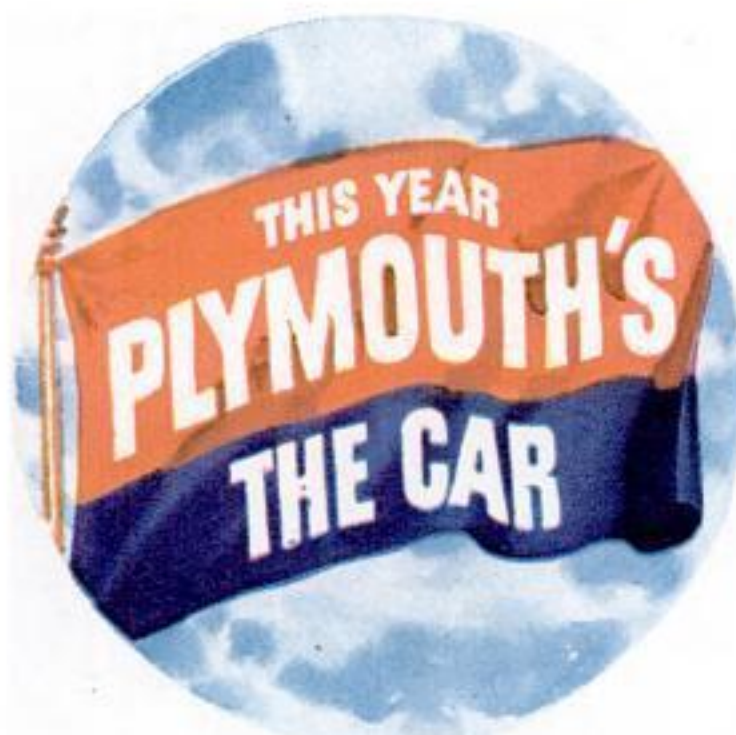
And the 1939 Plymouth has a *new ride* that will astonish everybody!

With new Amola Steel Coil Springs, the big new Plymouth gives you an amazingly smooth, soft ride on even the roughest roads. And Plymouth's new True-Steady Steering gives you a new driving "feel." Steering effort is reduced 15%! And there is new, wet-weather ventilation, standard equipment on De Luxe models.

You'll get a new thrill from Plymouth's new High-Torque engine performance. Yet the 1939 Plymouth is *still more economical* in every way.

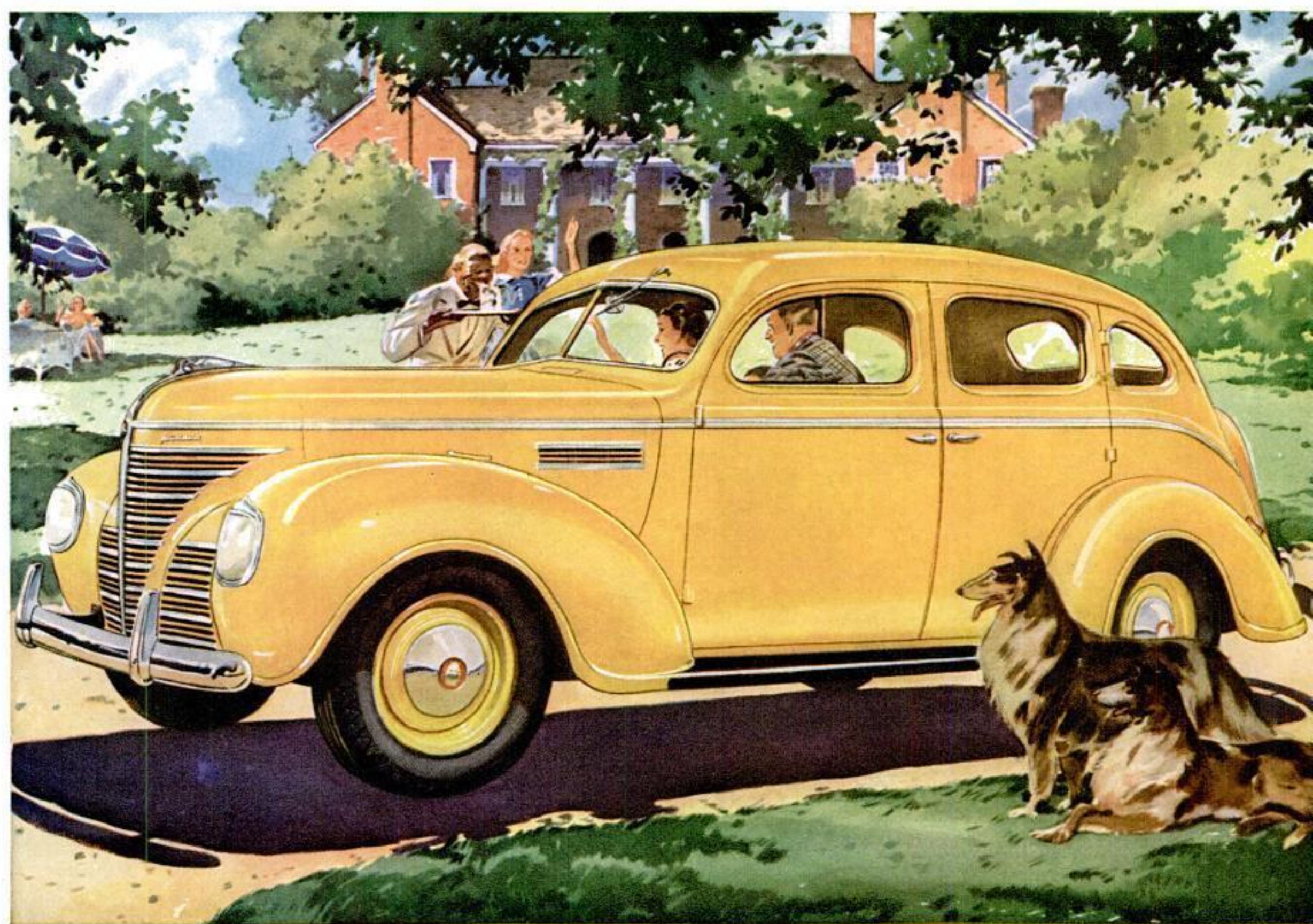
Look at the great new 1939 Plymouth, and you'll agree—it's the biggest, most sensational "value package" ever offered in the lowest-price field! PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

TUNE IN MAJOR BOWES' AMATEUR HOUR —
C.B.S. NETWORK, THURS., 9 TO 10 P. M., E.S.T.



PRICED WITH THE LOWEST

The new Plymouth's low price and easy terms make it easy to own. Your present car will probably represent a large proportion of Plymouth's low delivered price...the balance in surprisingly low monthly instalments.



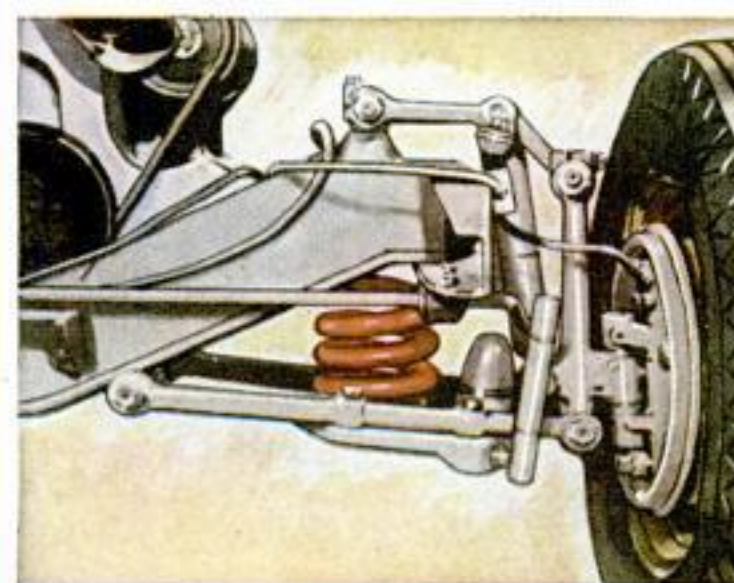
THE GLAMOROUS NEW 1939 PLYMOUTH! Experience the new smoothness of its improved Floating Power engine mountings, its easier-acting hydraulic brakes. It is brilliantly new throughout...on display at your nearby Plymouth dealer. See it today!



SO BEAUTIFUL you won't believe it's a low-priced car...and the all-steel body is completely rust-proofed.



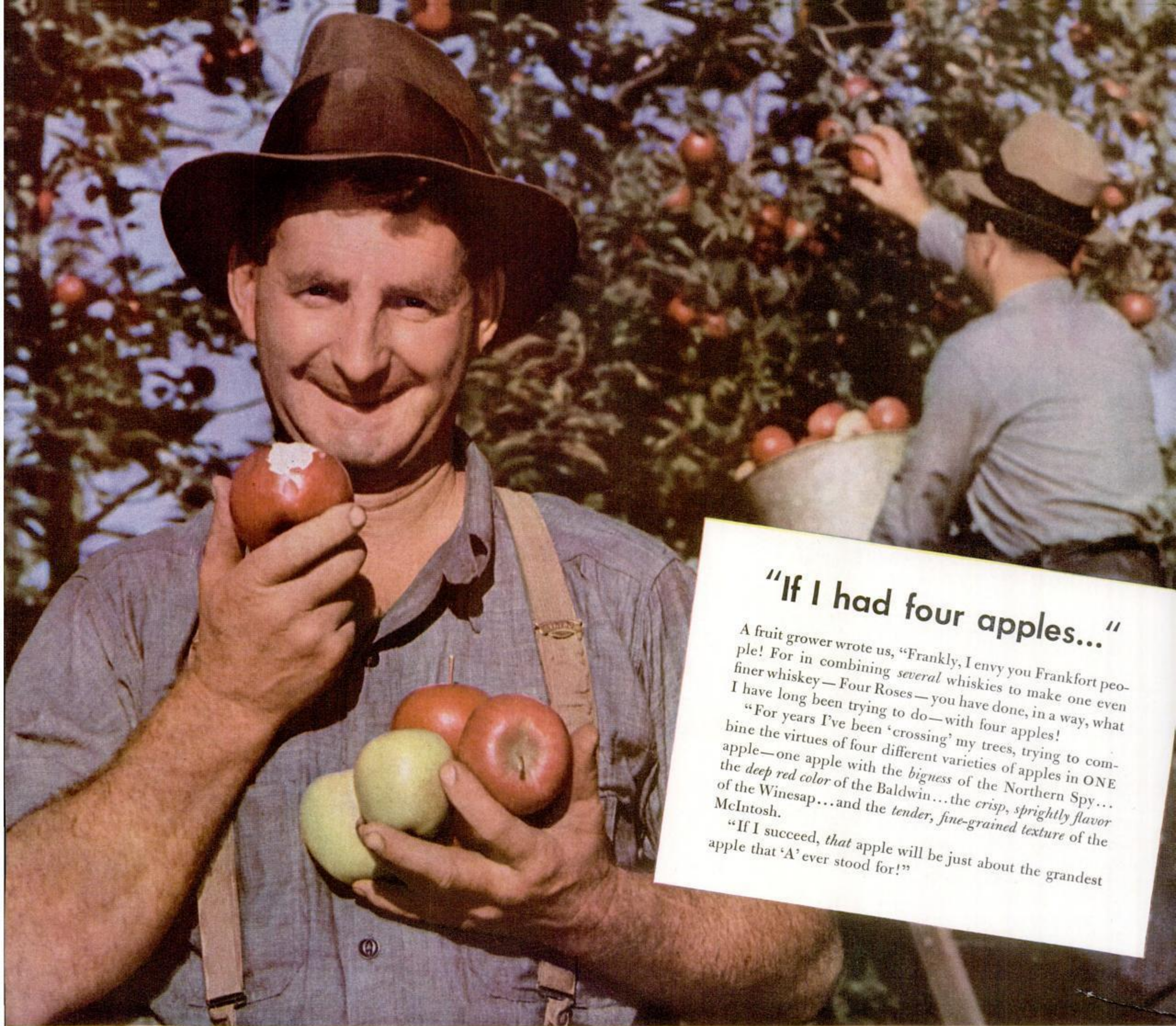
PERFECTED Remote Control Gear Shifting with Auto-Mesh Transmission—standard on De Luxe models.



THE FINEST front springing design in the industry...new Amola Steel Coil Springs...gives a wonderful new ride.

PLYMOUTH BUILDS GREAT CARS

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"If I had four apples..."

A fruit grower wrote us, "Frankly, I envy you Frankfort people! For in combining *several* whiskies to make one even finer whiskey—Four Roses—you have done, in a way, what I have long been trying to do—with four apples!"

"For years I've been 'crossing' my trees, trying to combine the virtues of four different varieties of apples in ONE apple—one apple with the *bigness* of the Northern Spy... the *deep red color* of the Baldwin... the *crisp, sprightly flavor* of the Winesap... and the *tender, fine-grained texture* of the McIntosh.

"If I succeed, *that* apple will be just about the grandest apple that 'A' ever stood for!"



If you had Four Roses...

If you should taste Four Roses right now, you'd understand why our friend's letter comes pretty close to explaining the magnificence of this whiskey.

For, in making Four Roses, we use more than just a *single* straight whiskey. We take *several* fine straight whiskies—one for its delicate aroma, another for its rich body, another for its smoothness, or flavor. Then we bring these whiskies together in such a way that ALL their virtues are united in ONE superlative whiskey—*Four Roses!*

Frankfort Distilleries, Inc., Louisville & Baltimore

A blend of straight whiskies—100% straight whiskies—90 proof

MOVIE OF THE WEEK:

Too Hot To Handle

Newsreel cameramen seldom make the headlines. Only rarely does a Norman Alley break into print for photographing the bombing of a U. S. gunboat *Panay* on the Yangtze (*LIFE*, Jan. 10). Others like News of the Day's U. K. Whipple or Fox Movietone's Larry Kennedy daily risk their necks bringing wars, fires, explosions, disasters and gun feuds to the screen. For this they earn an average of \$150 a week and anonymity.

The lives of these nameless recorders of contemporary history are now glorified. In Metro-Goldwyn-Mayer's *Too Hot To Handle* they are depicted as hard-boiled adventurers with hearts of gold and tarnished ethics. As "Union Newsreel" Photographer Chris Hunter, Clark Gable fakes pictures, almost dies to get real ones, plays a slam-bang game of cops-and-robbers with his rivals. Meanwhile, in breathless sequences, outstripping in action almost anything shown in pictures, he and Myrna Loy go hurtling around the globe, covering the cinema equivalents of the war in China, the burning of the S. S. *Morro Castle*, the jungle search for lost Aviator Paul Redfern, the gun battle between New York police and "Two Gun" Crowley.



To please his boss, Newsreel Cameraman Chris Hunter (Clark Gable) provokes a Japanese plane attack by setting off a Chinese anti-aircraft gun (right), then hops into the clear to get pictures.



With machine-gun bullets splattering around him, he keeps his camera focused on the diving plane. Gable spent two weeks with newsreel men to learn the trade.



He bolts for safety when the plane dumps a bomb on the spot where he stood. He had previously induced rivals to pack up their cameras, thereby assuring a scoop.



He stumbles into a mud puddle. When pulled out (below), he finds his camera opened, his film spoiled. To get this sequence right, Gable had to take the mud bath twice.



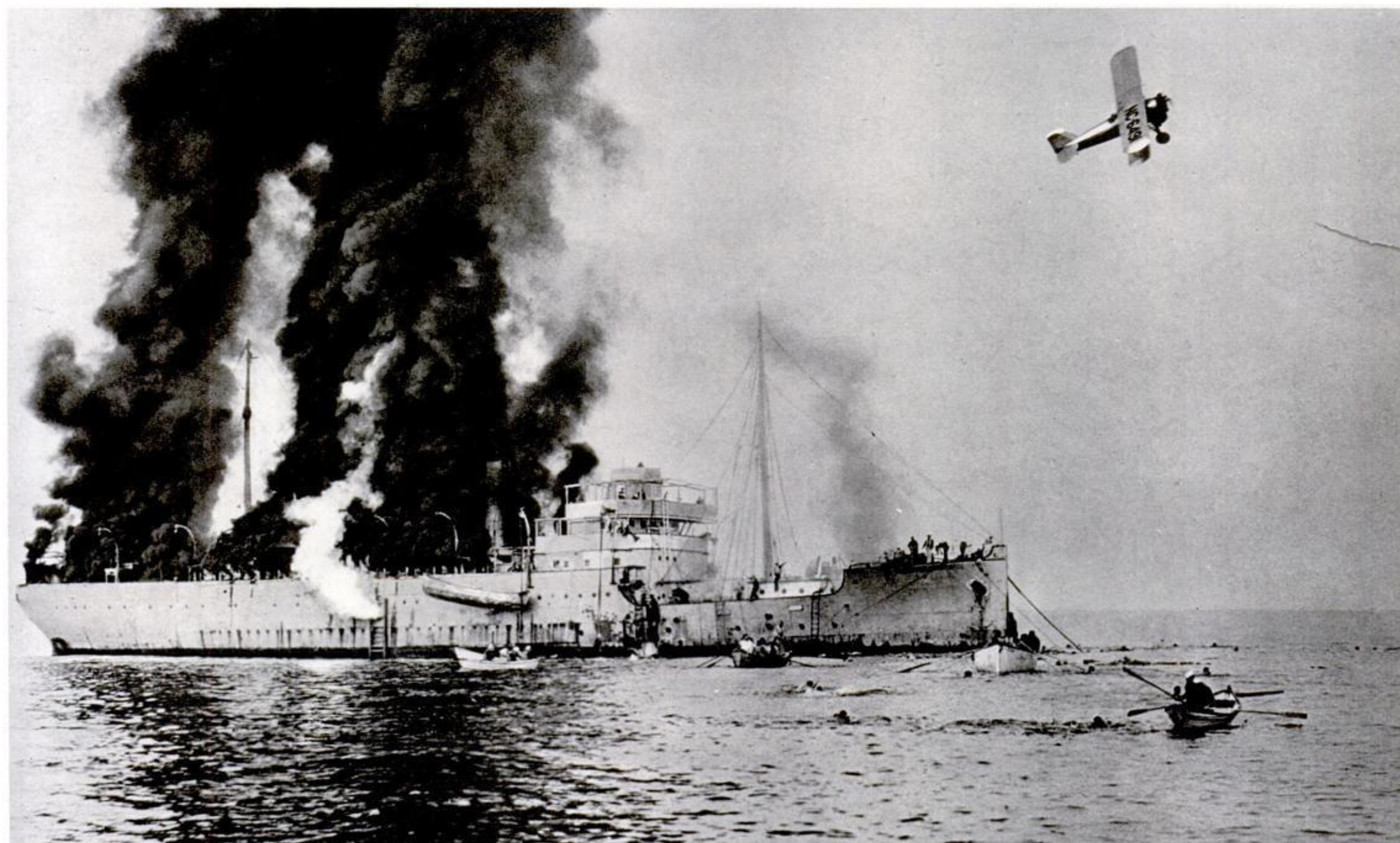
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Crack-up and fire end the round-the-world flight of Aviatrix Alma Harding (Myrna Loy). She had agreed on a fake cholera-serum newsreel flight to get money for seeking her aviator brother, lost in South American jungles. Rivals try to squeeze Chris Hunter out of this

faked scoop, but he dashes into the airport in an ambulance, wrecks the plane, heroically rescues the girl. During the filming of this sequence, pipe-fed flame swept into the cockpit, scorched Myrna Loy's face before she was really rescued by quick-witted Gable.



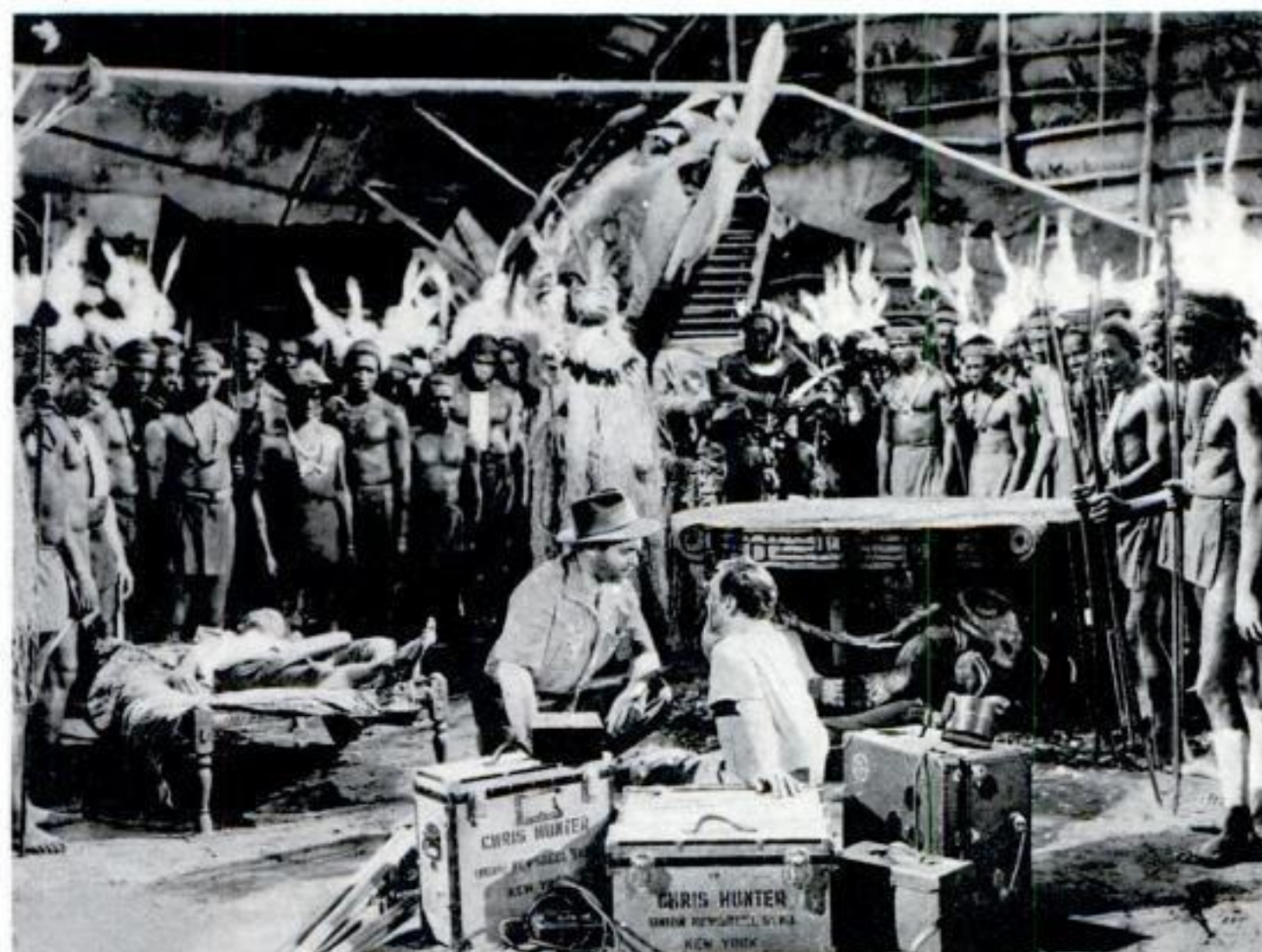
Swooping over a burning ship, Hunter and his newly-hired girl pilot get airshots of a munitions runner aflame at sea. Despite warnings by Coast Guard cutters, they continue circling the ship while its desperate crew leaps overboard. On their last dive the ship ex-

plodes, bounces the plane dangerously. This sequence rivals in thrills and photographic magnificence Gable & Loy's last film *Test Pilot* (LIFE, April 25). It will help the cinema's most virile hero retain his six-year-old rating among the box office's ten top stars.



At a press preview of the munitions ship film, a rival newsreel editor runs the fake cholera-serum sequence, stolen from Hunter. Following it is a sound-track trailer (above)

in which Chris Hunter tells his boss about the fraud, makes taunting comments about Aviatrice Harding. Hunter, the girl and the rival cameraman are all unceremoniously fired.



In a South American jungle, Hunter finds Alma Harding's lost brother (left) near death. When Hunter tries to remove him, the boat is gone, Hunter's soundman (right) wounded.



The rival rescue party, flown by Alma, arrives at the savage village. While she talks to her brother, Hunter's rival (right) tries to take pictures but his camera is taken away.



Disguised as a voodoo medicine man, Hunter directs Alma to take her brother to safety. Then, having confiscated his rival's camera, he has his soundman, hidden under grass skirts, photograph the rescue. All escape, Alma and her companion by plane, Hunter and his soundman by boat. When Alma returns to America, she finds that Hunter and his film have preceded her. In love with him, she seeks him, finds him dodging bullets (right) as cops battle gangsters. When she joins him under the brownstone steps, he smears blood on her face, ends *Too Hot To Handle* with another faked newsreel shot.



French 18th Century Paintings in America

LIFE HEREWITH PRESENTS SIX EXAMPLES OF FRENCH PAINTING

AS THE NINTH OF A SERIES ON THE HISTORY OF PAINTING

The gayest, the most facile and the most superficial painting that the world has ever known blossomed in France with the coming-of-age, in 1731, of amiable chuckle-headed Louis XV, great-grandson and heir of majestic, morose Louis XIV who had made of France the greatest, richest power in Europe. Louis XV and his succession of mistresses did their best to make a candy box of the impressive grandeur of Versailles. Because their decorators so greatly favored *rocaille* (rock-and-shell) ornament, the

whole period has been called "rococo." Every other court in Europe immediately attempted to out-rococo Versailles.

The dozens of painters attracted to this perfumed court happened, for the most part, to be men of extraordinary technical dexterity. They happened also to produce pictures so ideally suited to the fragile environment for which they were designed that no better way of exhibiting them has ever been found than to reproduce exactly the gilded rococo salons of their original owners.

Antoine Watteau

A gentle soul in a corrupt age was this pale young man who died of tuberculosis at the age of 37 and painted a *Crucifixion* for the village pastor when he knew the end was near. Previously he had destroyed all his paintings that he considered too erotic. Chances are that these were none too spicy. Watteau's great passion was for the *Colombines*, *Pierrots*, *Arlequins* of Italian Comedy. On stage they were bawdy ancestors of the modern American burlesque, but Watteau painted them with a rosy romantic aura that has clung to them in the public mind to this day.



Jean Baptiste Chardin

This amiable old fellow whose self-portrait appears at left was the son of a cabinetmaker, and spent his life among the carpenters, plasterers, milliners and small shopkeepers of 18th Century Paris. He knew neither the vices of Versailles nor the virtues of the French peasantry. For all that he painted with great sincerity simple people doing simple things, Chardin probably had no inkling of the coming Revolution. His society enjoyed a comfortable security like that of the dressmakers, riding masters and caterers of pre-War Newport.



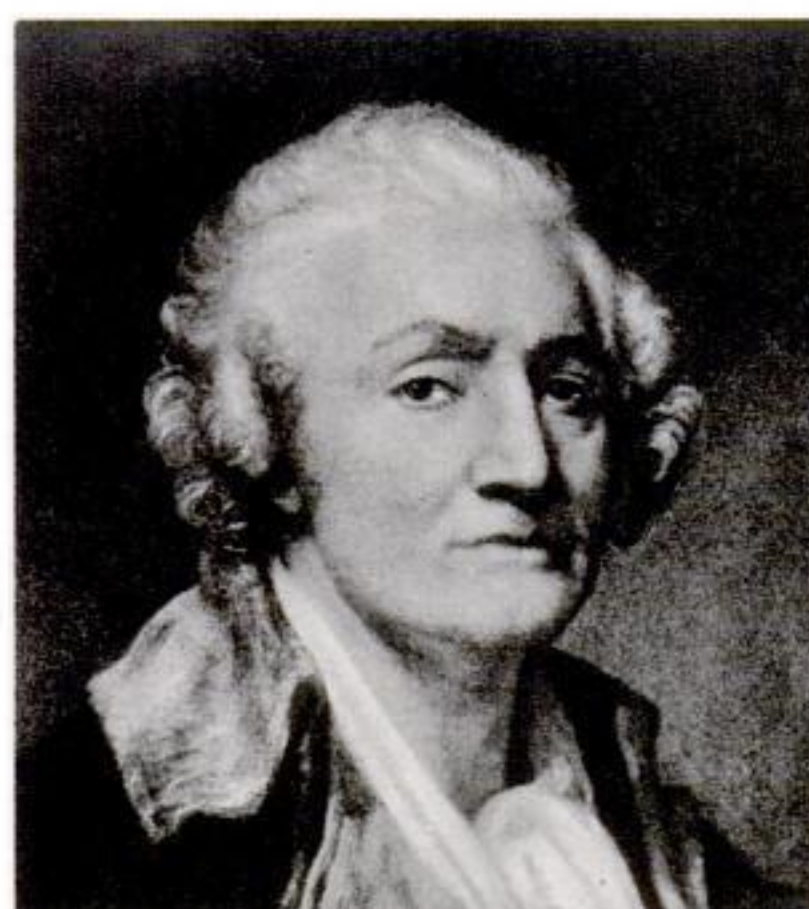
François Boucher

This beribboned dandy has been a sore trial to genteel art lecturers for generations for there is no denying that François Boucher was a good painter, and there is no denying that François Boucher loved sex. His titillating nudes, well painted, are the ladies of the French court in lustful poses. He lived in great luxury as *Premier Peintre du Roi*, turning out hundreds of canvases that, in their time and for the purposes of his patrons, were as functional as a streamlined Diesel locomotive. He collected stones and shells which he liked to arrange on glass tables.



Jean Baptiste Greuze

Humbly born, like Chardin, Greuze bore a curious resemblance to his contemporary, George Washington, but he had little in common with that aristocratic Virginia planter. He specialized in painting misty-eyed adolescents in becoming undress, and he was one of the inventors of the sentimental story-picture that in other hands became the curse of Victorian art. These scenes of impossibly idyllic village life were popular with French aristocrats. Between 1755 and 1769 Greuze exhibited some 120 of them at the Louvre.



Jean Honoré Fragonard

It has been said that Fragonard and Watteau were the only true poets of 18th Century France. Fragonard at all events represents the *beau idéal* of rococo art. His work is elegant, refined, delicate, skilful and completely artificial. It was much too refined for Louis XV's last mistress, the healthy, uninhibited Mme du Barry, who curtly rejected a series of delicate bedroom panels he had painted for her. They remained in the home of his friend, M. Maubert, for over 100 years, finally to decorate the home of Henry Clay Frick. They are now on view in the Frick Collection.



Jacques Louis David

This grim young man was a contemporary of most of the powdered wigs on this page, but fortunately for him, Jacques Louis David became a Republican. The Revolution that ended Fragonard's world made his fellow student, David, artistic dictator of France. As a member of the Convention, he voted for Louis XVI's execution. A sort of Jacobin Billy Rose, David was given an official post as pageant-master. Later he became first painter to Napoleon. Exiled by Louis XVIII after the Restoration, he died in Brussels in 1825.





Jean-Honoré Fragonard (1732-1806)

To many minds the last and greatest of French rococo painters was Fragonard who lived through the great upheaval that wiped out the court and civilization which produced him. Aging and bewildered, he had had his own life saved by the intervention of Jacques Louis David, artistic dictator of the French Rev-

olution who had been his fellow art student many years before. This canvas, *The Shady Grove*, was painted near Rome in 1760, when Fragonard was a student and shows the grace and delicacy of Fragonard without the coarseness of his contemporaries. It hangs now in New York's Jules S. Bache Collection.



Jean Baptiste Greuze (1725-1805)

From New York's Metropolitan Museum is this allegory of a young peasant girl who gazes at her basket of broken eggs, while a stalwart youth restrains her worried and angry mother. Greuze, who was peasant-born, painted only the life he knew, but painted it in a manner to please the effete courtiers of Versailles. Like his contemporary, Fragonard, he was broken by the Revolution, but his interest in peasants protected his neck.

François Boucher (1703-1770)

No artist ever knew better how to please a King's mistress than Boucher whose handsome pension as "King's painter" was due to Madame de Pompadour. The picture below of two Versailles cocottes at play is entitled *Jupiter, in the guise of Diana*, and *Callisto* from the Greek myth in which Jupiter, disguised as Diana (half-moon on forehead) made love to the nymph, Callisto. It now hangs in Kansas City's William Rockhill Nelson Gallery of Art.





Jean Baptiste Simeon Chardin (1699-1779)

Alone among great French painters of the 18th Century, Chardin avoided the Court, painting bourgeois interiors (even landscape frightened him) and was one of the first to make a major discovery in painting: that objects reflect the colors of their surroundings. Hence his interest in such soap-bubble pictures as the one above, also in Kansas City.

Antoine Watteau (1684-1721)

All that is graceful, artificial and stagey in French 18th Century painting is due to this son of a tilemaker who, more honest than his followers, was primarily interested in the theater itself. The *Colombine*, *Arlequin*, *Pierrot*, and so forth of this *Artist's Dream* are portraits of real actors. This painting is for sale at New York's Wildenstein Galleries.





Jacques Louis David (1748-1825)

This favorite painter of the French Jacobins, and court painter to Napoleon I, was contemporary with most of the mincing minds of the 18th Century. As a young man, he studied in Boucher's studio but could not stand his master's manner of thinking or way of painting. The stiff rigid classicism that David later developed exactly suited the stiff rigid minds of the great Revolutionists. He was later commissioned by Napoleon to invent a new style, Empire, in clothes, furniture, decoration, painting. For the 30 years of his eminence no

single artist affected the civilization of his time so completely. Under David painting for the first time became a sort of government propaganda. But Jacques Louis David also lived too long. The restoration of Louis XVIII made him a political exile in Brussels, where he died.

As fine a David portrait as may be found in America, is *Mlle Charlotte du Val D'Ognes*, the Metropolitan Museum's picture of David's pretty young pupil, in a David-inspired Directoire dress, practicing on her teacher.



POMPADOUR WAS PATRON OF FRENCH COURT PAINTING

The gay paintings shown on the previous pages could not have existed without the King, the palace and in particular the pretty young woman shown here: Mme la Marquise de Pompadour who virtually ruled France from 1745, when she became Louis XV's mistress, until her death in 1764 at the age of 42.

Louis XV ("After me the deluge") was a negligent ruler who sought excitement by scuttling along the roofs of Versailles, performing acrobatic tricks and shouting down the chimneys to frighten guests. He had little if any artistic taste.

La Pompadour, though as bad a ruler as Louis, was a woman of exquisite taste and loved pretty things. Her own apartments in the palace blossomed with crystal chandeliers, mirrors, shell moldings, painted cherubs, all the modernistic decoration that was to sweep Europe and set every little princeling in Germany building a miniature Versailles of his own. Boucher was her favorite painter but she gave other royal commissions to many of his contemporaries.

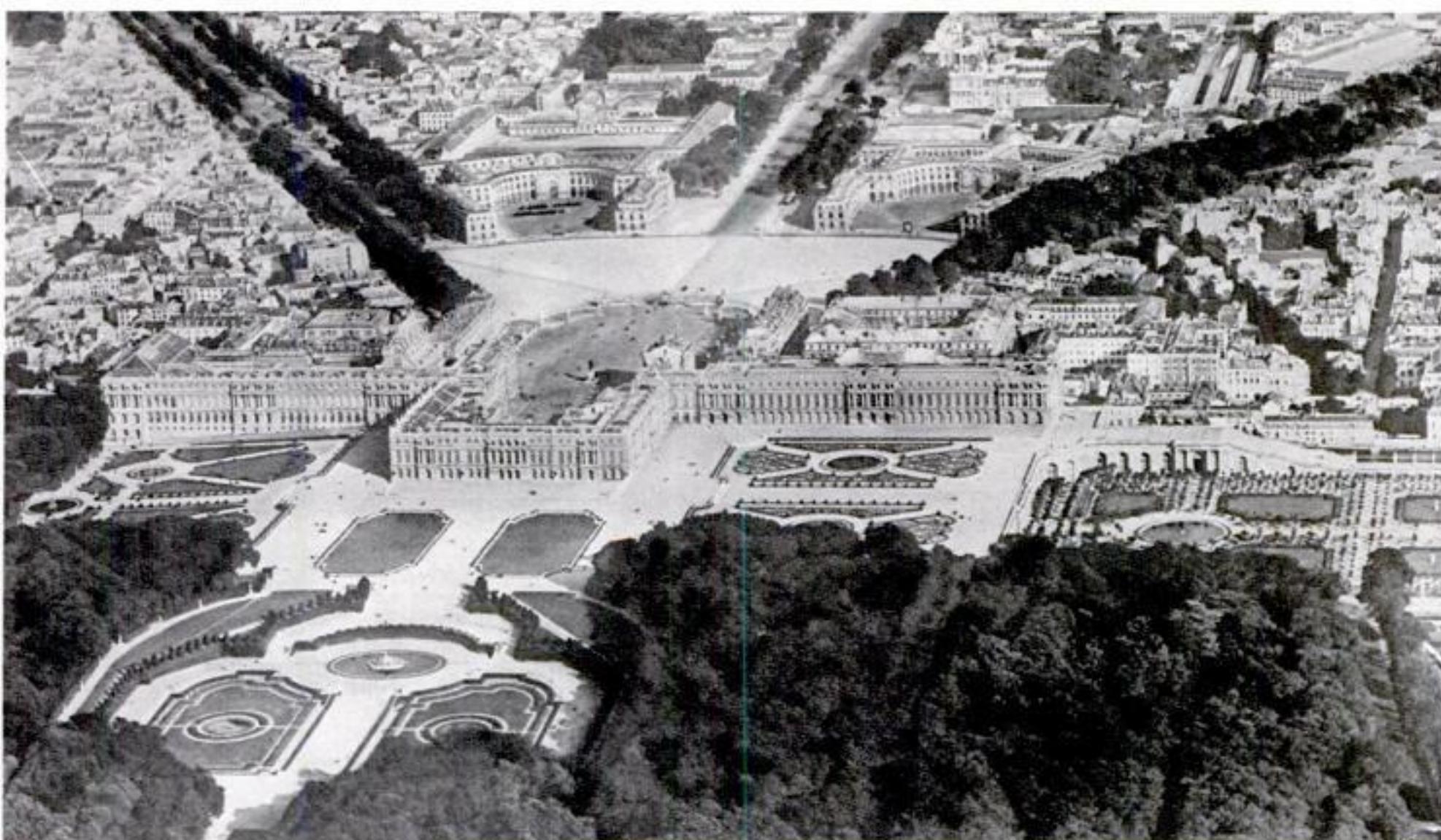
One object of La Pompadour's interest in art is still in active operation in France: the porcelain manufactory at Sèvres. In 1710, outside of China, only the Germans near Dresden had the secret of making true porcelain. Two Frenchmen, Millot & Macquer, discovered this secret in turn. The Sèvres factory would probably have gone bankrupt had not La Pompadour persuaded Louis to take over their plant. At the top of this page is a Sèvres ice bucket of the 18th Century, now in New York's Metropolitan Museum.



MME DE POMPADOUR AS PAINTED BY HER FAVORITE ARTIST, FRANÇOIS BOUCHER



LOUIS XV, PAINTED BY VAN LOO



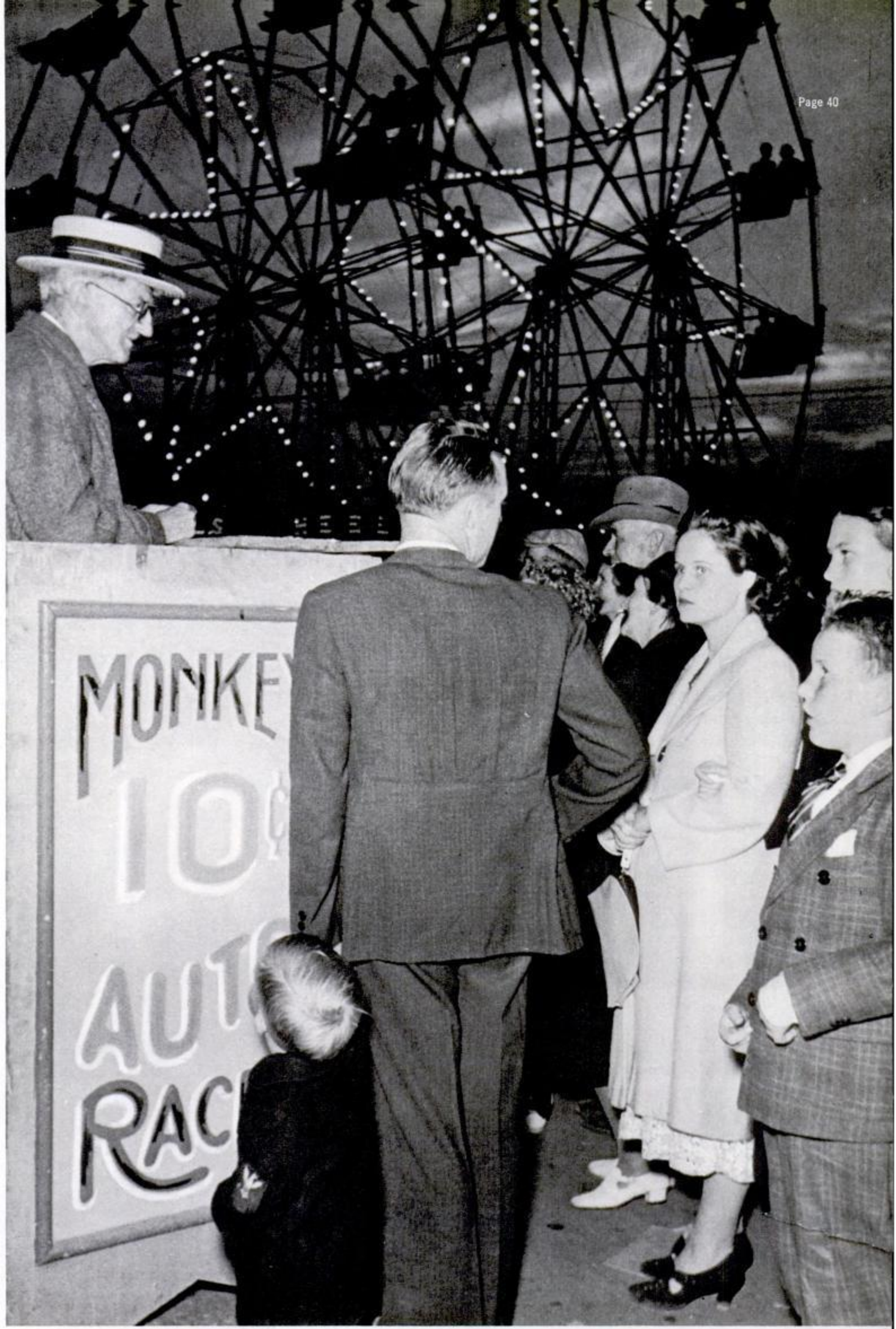
THE CHATEAU DE VERSAILLES, MAGNIFICENT CAPITAL OF FRENCH 18TH CENTURY ART

Life Goes to a County Fair

With 100,000 West Virginians to look
at the bodies of men, women and beasts

The first Greenbrier Valley Fair was held just 80 years ago. The few hundred farmers who attended gaped at the wonderful Howe sewing machine and admired a stalwart yearling who grew up to become Traveller, the big gray horse who carried General Lee through the Civil War. Today, the Greenbrier Valley Fair is one of the best-known in the South. This year, from Aug. 29 to Sept. 3, 100,000 people paid admission to the fair grounds near Lewisburg, W. Va. They watched the trotters race and went around looking at entries in contests for the best buckwheat, the best bread, the best begonias, the best "article made of sealing wax."

But their major preoccupation was bodies — human bodies, animal bodies, bodies that looked half-human, half-animal. The "girlie" shows, which were hot and smutty, drew smaller audiences than the freaks from crowds made up of farmers, breeders and hillbillies. Only a few city people were present although some urban sophisticates have discovered the county fair and are beginning to make rural America's great harvest-time diversion a city-folk fad.



For the kiddies and for adults who weren't interested in gypsy dancers, the big attractions were the twin Ferris wheels and the monkey auto race. Those who paid a dime

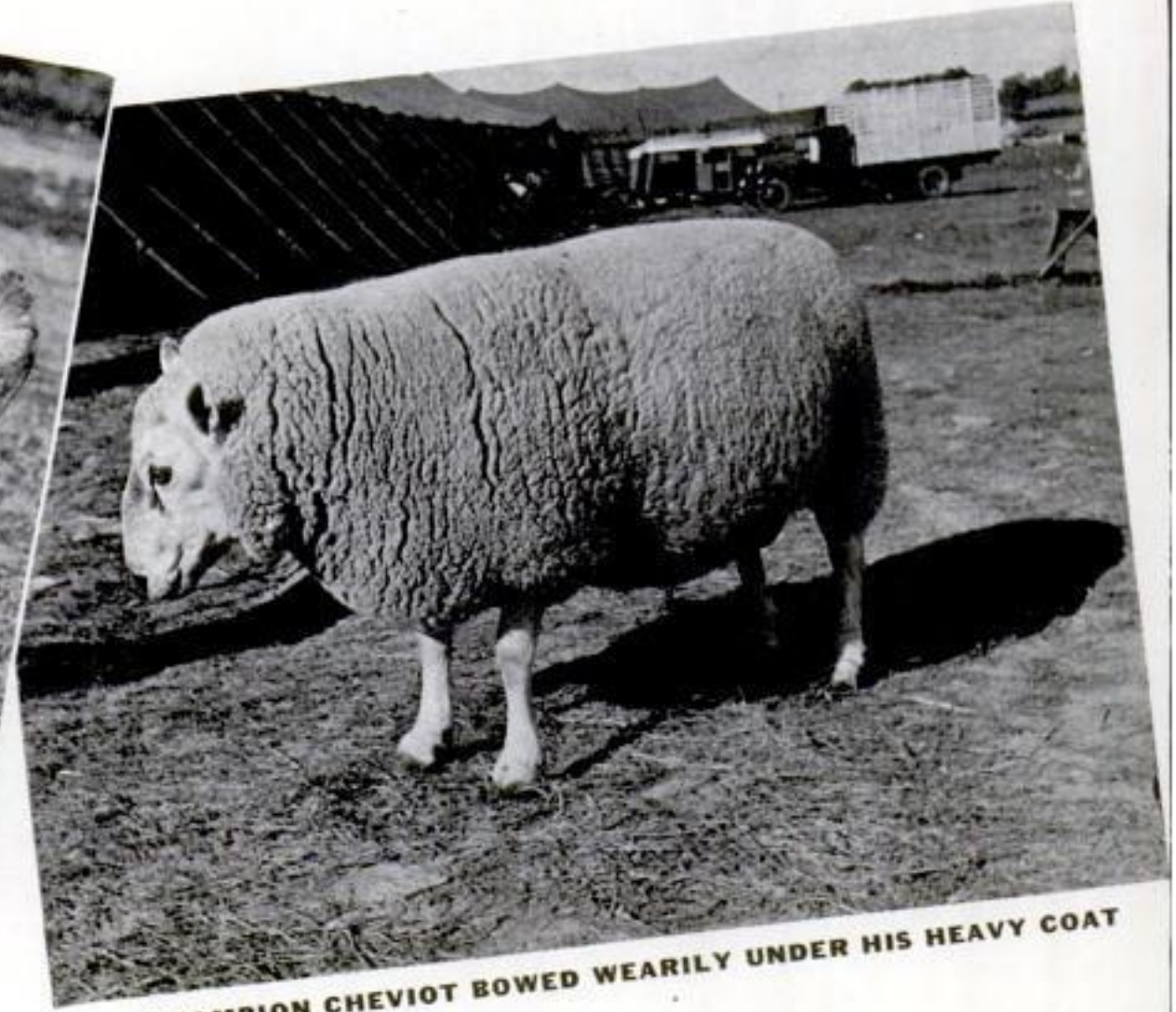
to the races watched four little electric autos on rails run around a track with monkeys at the wheels. The monkeys just sat, however, as a man on the sidelines ran the cars.



A "GYPSY" DANCE FEATURED THE "CHEZ PAREE" SHOW



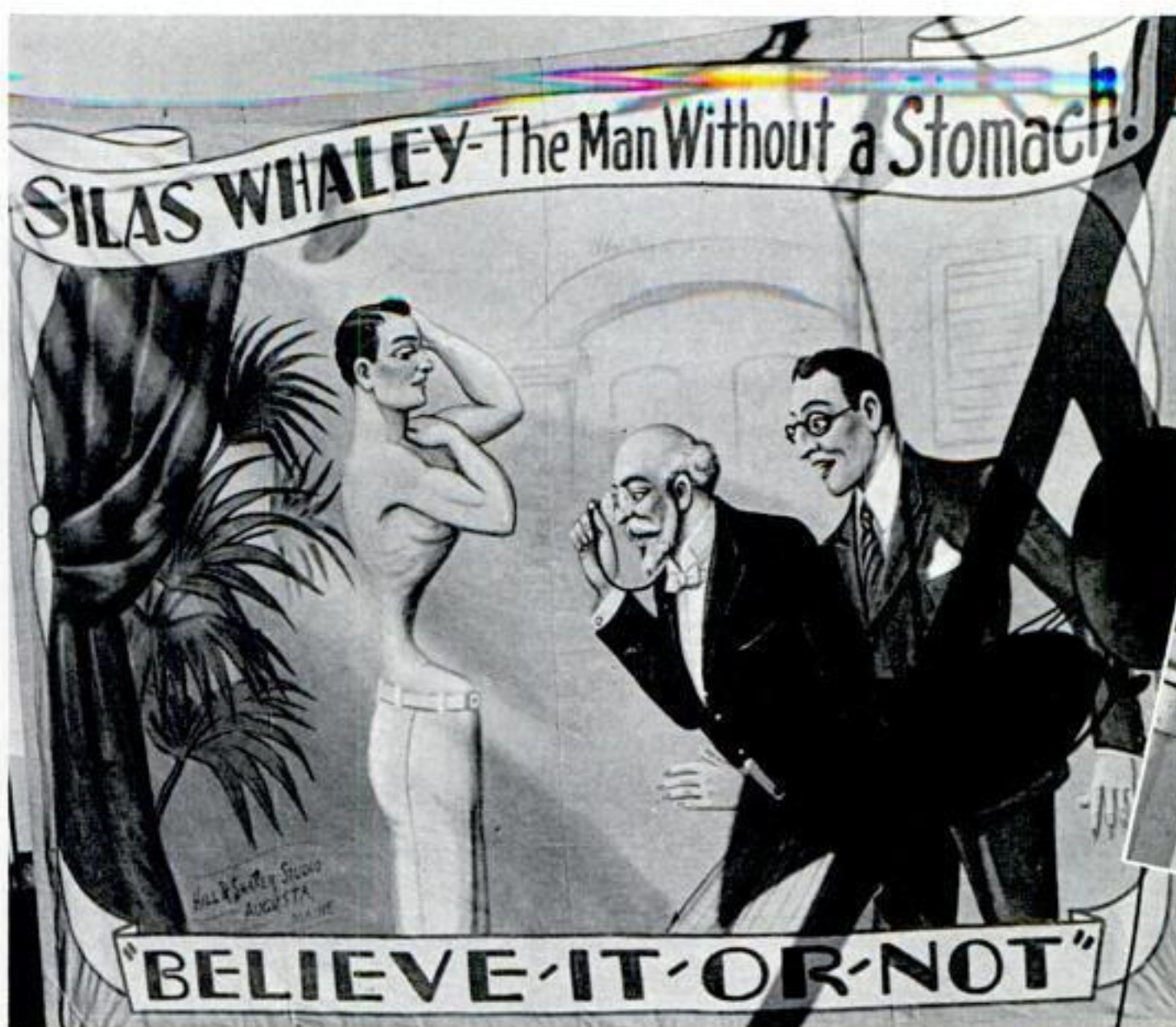
BEARDED "BEAR MAN" WALKED ON ALL FOURS



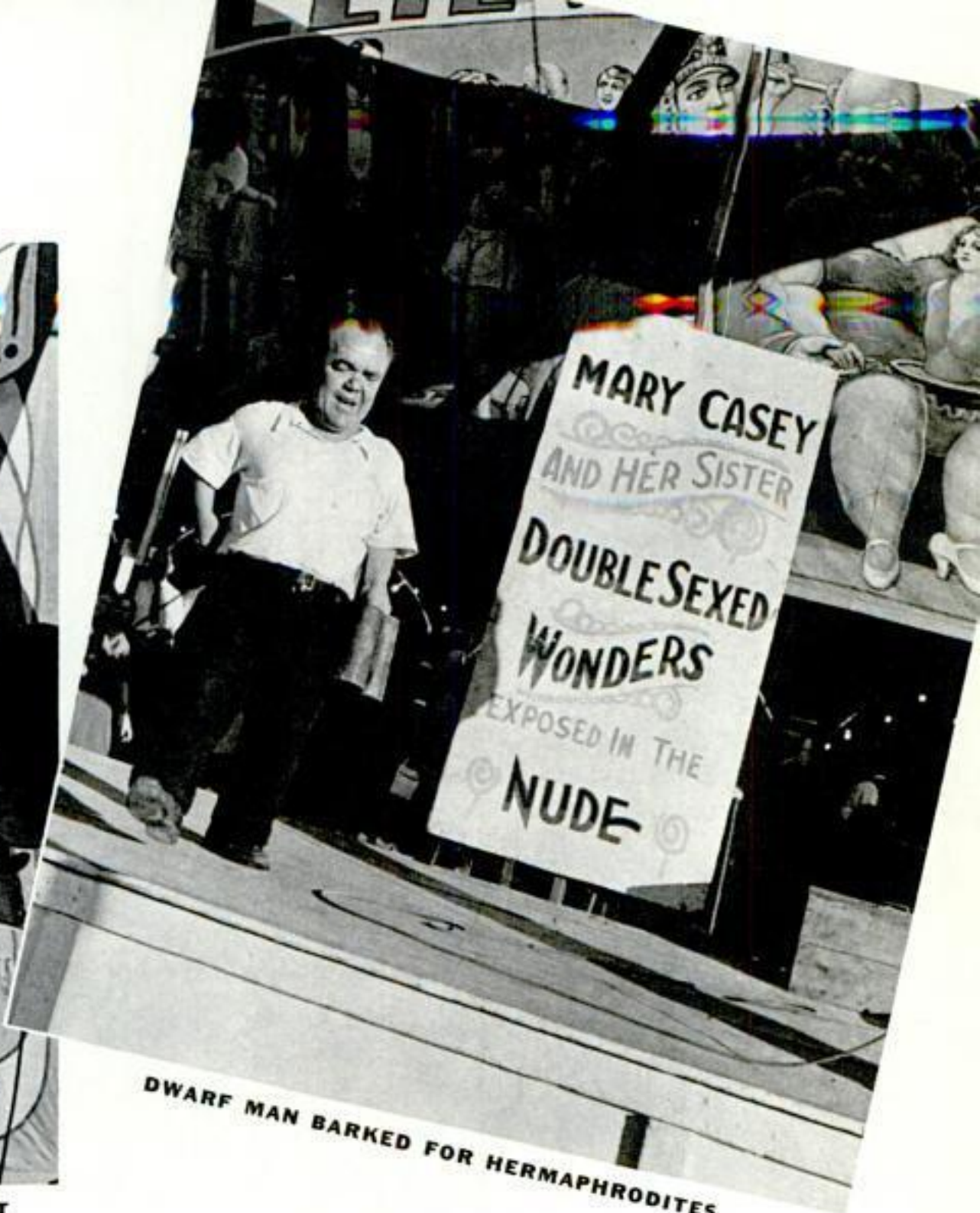
A CHAMPION CHEVIOT BOWED WEARILY UNDER HIS HEAVY COAT



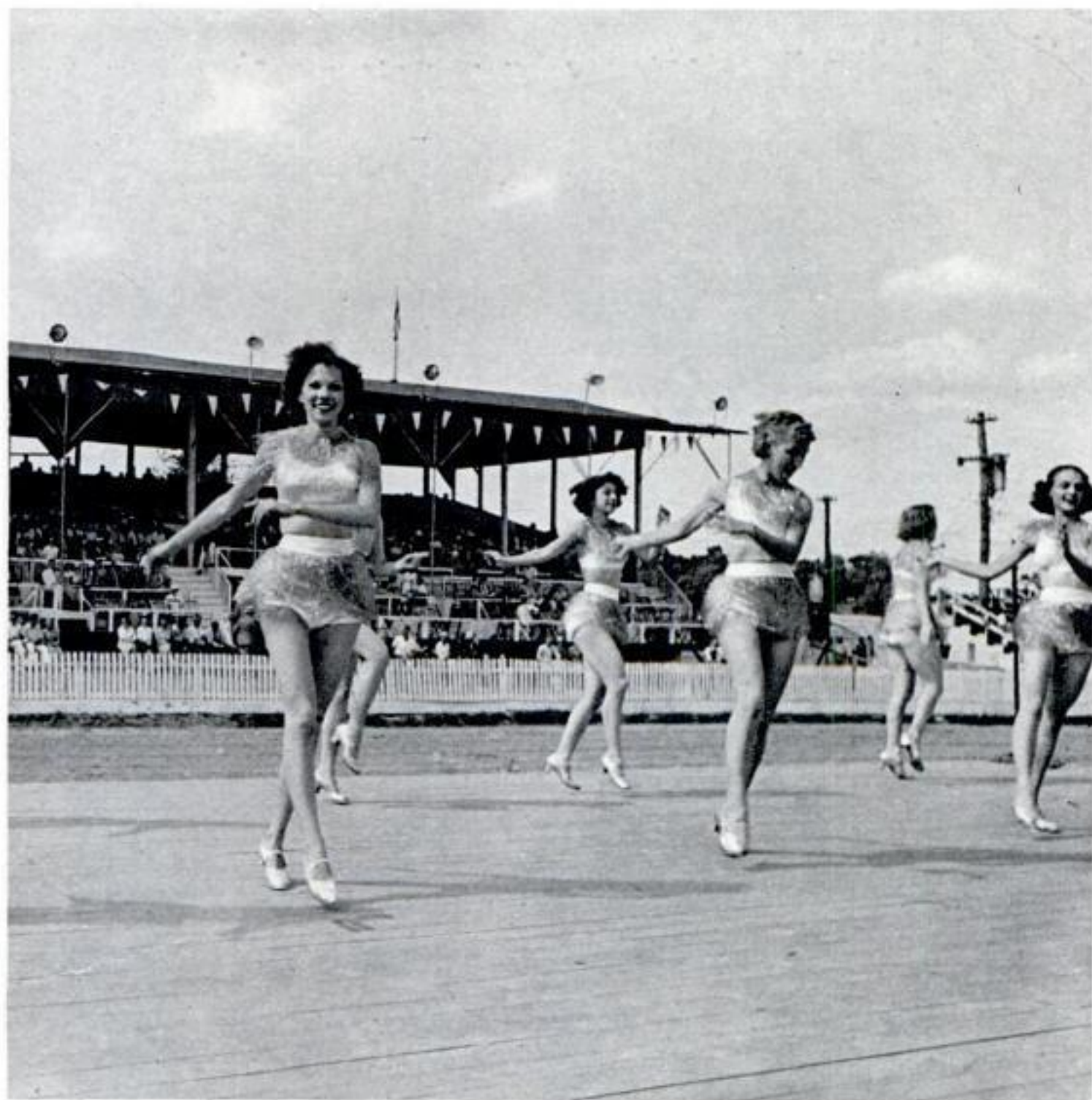
PALMISTS PROSPERED



MR. WHALEY HAS A STOMACH BUT PULLS IT IN UNTIL IT SEEMS HE HASN'T



DWARF MAN BARKED FOR HERMAPHRODITES



The free show open to everyone who paid the 50¢ admission to the grounds, was billed as "an intricate and pleasing dance routine." It was performed by the Polly Ann dancers who, after the show, were closely chaperoned and protected against the wiles of country slickers.



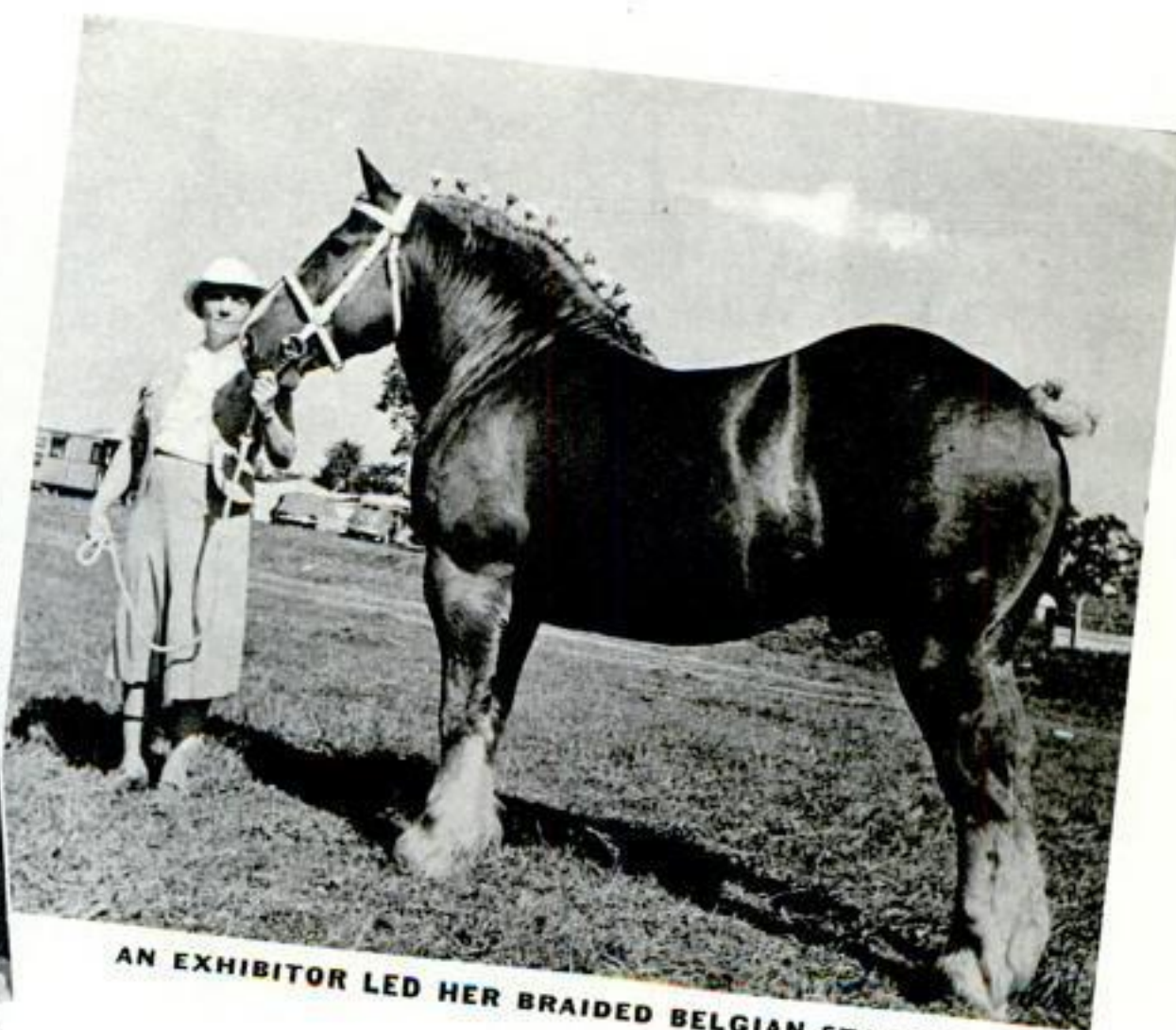
The minstrel show given by the Harlem Dandys, bore no resemblance to the oldtime minstrel show. There was no Mr. Bones, no end man, no minstrels. Instead there was a blackface comic, and five sepia girls, one with red hair (in center above), doing a hot-stepping Harlem revue.



SHORTHORN FATTENED ON GREENBRIER VALLEY'S BLUEGRASS



MAN WITHOUT STOMACH PERFORMS



AN EXHIBITOR LED HER BRAIDED BELGIAN STALLION

CONTINUED ON NEXT PAGE

I THOUGHT THEY WERE TOO STEEP

by don herold

● Have I been dumb! For years I've been passing up Kelly tires for my car because I thought they were beyond my purse.

From now on, I'm going to ask around about things!

I'D LIKE KELLYS BUT THEY COST MORE



YOU MEAN THEY USED TO COST MORE

I've always thought Kellys were the Tiffany of tires, the ultra-ultra, the aristocrats of rubberdom, the longest-lived, the toughest... and the highest-priced.

Well, I was right about all them things but the price.

A dealer set me right. One day he asked me which I wanted—Soandso tires or Kellys. I asked him how much more were Kellys. He replied: "Both same price."

Today, Kellys are still famous for extra-long life, and the Kelly people still put the sort of tough stuff in Kelly tires that made them "The Berries" when I was a youngster—but the price now is right down where I can reach it.



One reason for Kelly toughness is the Kelly method of blending billions of particles of carbon black evenly into their rubber compound. Carbon black is a substance harder than diamond dust, and, mixed into rubber as Kelly mixes it, it produces a tire tread that is literally *pliable armor plate*. (That's why they named it Kelly *Armorubber* tread.)

Kelly's 44-year record of quality has attracted the cream of the tire dealers of this country. Find one when you next need new tires.



KELLY *Springfield*
TIRES
DEPENDABLE FOR 44 YEARS

County Fair Snapshots (continued)



DOWN CHUTE IN CRAZY HOUSE



FANCY TAILDRESS



GIRL WITHOUT BODY



PLEASED SPECTATOR



COMIC HORSE ACT



PRIZES FOR LUCKY



CLOWNING BETWEEN ACTS



The daily chores of carnival life were done between performances by the Polly Ann dancing girls. Students of a Reading, Pa., dancing teacher, the Polly Ann girls are all young, get \$20 a week, do precision dancing in the best big-movie-palace fashion.

Skill Counts!

The circus seal will prove this fact:
It's skill that counts in every act;
And skill in making perfect blends
Has won for Calvert countless friends!

"It's blended, Bob, for better taste"



BOB: "My compliments, Major—you certainly know how to pick a whiskey! What's your system?"

MAJOR: "Very simple, young fellow—I always trust my taste. You see, there's a whole lot more to good whiskey than the age and proof you see on the label. For one thing, there's the matter of blending. Take this Calvert, for instance...it's a *specially* fine blend."

BOB: "Blending, eh? Never knew *that* was so frightfully important, Major."

MAJOR: "Certainly is, Bob! When you get a whiskey that tastes as smooth

as Calvert, you can be sure expert blending had a lot to do with it."

BOB: "Thanks for the tip, Major. From now on I'm trusting *my* taste, too!"

YOU WILL FIND Calvert a truly noble whiskey...blended by master craftsmen to give you the utmost in flavor and bouquet. That, we believe, is why Calvert is so overwhelmingly the choice of men who *trust their taste*—and buy better whiskey.

TRY CALVERT DISTILLED GIN
... for a marvelous Martini, a smoother rickey or Tom Collins!



Call for **Calvert** *The Whiskey of Good Taste*

Copr. 1938 Calvert Distillers Corp., Distilleries: Baltimore, Md., and Louisville, Ky., Executive Offices: Chrysler Bldg., N.Y.C. Calvert's "Reserve" Blended Whiskey—90 Proof—65% Grain Neutral Spirits . . . Calvert's "Special" Blended Whiskey—90 Proof—72½% Grain Neutral Spirits . . . Calvert Distilled Gin—90 Proof—Distilled from Grain Neutral Spirits.

U.S.A.'s **SIGN**

**MOST POPULAR
GASOLINE**



**UP GO RED HORSE
SIGNS OVER MORE
AND MORE STATIONS..
TO SUPPLY AMERICA'S
GREAT DEMAND FOR
MOBILGAS!**



LOOK AT THAT SIGN going up at the left! It's just a sample of what's happening right across the U.S.A.!

New Mobilgas signs are going up by the thousands—because more and more motorists are demanding Mobilgas each day! In the sixty seconds it takes you to read this page, over one thousand car owners will have stopped for Mobilgas.

Would you like to know the reasons for this swing to America's favorite?

One tankful will tell you! Next time "fill 'er up" at the famous Sign of the Flying Red Horse...and you, too, will go flashing away with a new, favorite gasoline!

MOBILGAS AND **MOBILOIL**

SOCONY-VACUUM OIL COMPANY, INC.

AFFILIATES: MAGNOLIA PETROLEUM COMPANY—GENERAL PETROLEUM CORPORATION



Life Presents

IN COLLABORATION WITH THE ARCHITECTURAL FORUM

EIGHT HOUSES FOR MODERN LIVING

Especially designed by famous American architects for
four representative families earning \$2,000 to \$10,000 a year

Drumming away day in & week out, great corporations advertising nationally keep Americans tingling with the yen to own new automobiles, new radios, new refrigerators, new devices of all kinds. But there are no great corporations which manufacture and sell complete houses and hence there is no national advertising to make people want new houses.

Entirely aside from the "ill-housed third of the nation" who cannot afford to live in decent houses, there are hundreds of thousands of renters who could afford to build homes of their own, hundreds of thousands of owners who could afford to build better houses than they now have. But they do not know how easy it now is to finance the building of a home. In their newspapers they read complaints of high costs of building materials and labor. But they are not told that building costs of 1938 average a good 10% less than those of the great "normal" year of 1926. And people do not realize that progress in technology and design since 1926 has made the 1938-model house, as well as the 1938-model automobile, not only cheaper but also far better than the 1926 model.

These are reasons why Americans, though generally housed far less comfortably and happily than they could be, spend as much for radios alone as they do for building houses. These are reasons why the long-awaited American building boom, confidently expected to pull the country out of depression and up into a solid and lasting prosperity, has never materialized.

To do its bit in touching off the boom, LIFE went into action three months ago. First it went out and found four representative American families who wanted to build new homes and could afford to do so. They were of four different income levels, ranging from \$2,000 to \$10,000 a year. They were scattered among the four main sections of the country: South, East, Midwest and Far West. LIFE asked these families what they disliked about their present

houses, what they would like if they built new ones.

Then, enlisting the enthusiastic and invaluable co-operation of the Editors of THE ARCHITECTURAL FORUM, its sister magazine, LIFE went to eight of the most distinguished architects in America and commissioned them to design the nearest thing to each family's "dream house" that it could afford to build. Two architects were assigned to each family, one to design it a "traditional" house, the other a "modern" house. The families, their architects, and the architects' beautiful and stirring designs for modern living appear on the following 20 pages.

You will notice that LIFE has not set a price on any house, discussing it instead in terms of prospective owner's income. This is because building costs vary so widely in different localities, and depend so much on the quality of materials used. A general discussion of costs and financing appears on page 66. The only way to find out exactly how much any house will cost you, or exactly how much house you can get for your money, is to go to an architect or a builder in your own community.

LIFE simply says, on the basis of a careful investigation of costs and of generally accepted opinion on how much of its income a family can afford to budget for housing (up to 25%), that each of these houses can be built by anyone at the top limit of the income group named for it and by many who earn down to the bottom limit of the group. In general, the effect of long-term mortgage loans is to let a family, with a few hundred dollars cash for down payment, build a house and pay for it in monthly sums of approximately what it now pays in rent. This is true of LIFE's two renting families. But because rents also vary widely with different localities and individual tastes, some families may find that house payments will be more than their present rentals. To be weighed against possible sacrifices are the pleasanter living, the pride of creation and ownership, and the security of substantial investment.

THE RAMSEYS OF ATLANTA: \$2,000-\$3,000 INCOME

"If I ever have a home of my own," says W. Alan Ramsey, "I'm going to have a place to hang my coat and hat." In the old, two-family house on Atlanta's North Side which they now rent (*below*), the Ramseys are so cramped that Mr. Ramsey has to hang his coat and hat on a lamp in the living room (*left*). Mr. Ramsey, 29, is secretary and auditor of Emery Stores, Inc., a Southern chain of small 5¢ & 10¢ stores. He earns around \$2,000 a year. He pays \$65-a-month rent for the house, sublets half of it to another family. The Ramseys

hate the long, dark, narrow hallway which runs through their first floor. Their kitchen is good-sized but cut up by doors and windows. Mrs. Ramsey wants a more compact kitchen. The children, sleep in a room barely big enough for two beds and a dresser, play in the tiny breakfast room (*left*). The Ramseys are saving their money for a home of their own, with two bedrooms & nursery, two baths, a game room (they like chess and bridge). Last winter they bought a lot in Columbia Acres, a new Atlanta suburb near Decatur.



FIRE SCREEN KEEPS "FOXY" ON BACK PORCH



MR. RAMSEY HANGS HIS COAT ON A LAMP



THE CHILDREN PLAY IN BREAKFAST ROOM



THE RAMSEYS LIVE IN HALF OF THIS TWO-FAMILY BRICK HOUSE AT 1308 HIGHLAND AVE. IN ATLANTA



NANCY RAMSEY IS 3, BOBBY 6. UNLIKE HER HUSBAND, MRS. RAMSEY IS A COLLEGE GRADUATE (RANDOLPH-MACON)



ARCHITECTS FOR THE RAMSEYS: KOCH AND STONE

Richard Koch (*left*) of New Orleans is the architect LIFE chose to design the best "traditional" house for the Ramseys' (*see pp. 48-49*) wishes and pocketbook. A quiet, sober, hard-working craftsman, Mr. Koch has won a national reputation for skill in adapting the easy charm of old Southern houses to demands of modern living. Last April the Architectural League of New York awarded him its Medal, top award for residential design.

Edward D. Stone (*right*) of New York City, whom LIFE commissioned to design a "modern" house for the Ramseys (*see pp. 50-51*), is the leader of the younger school of American architects, reputed the "brightest young man" in the profession. At 36 he has probably created more modern houses than any other Eastern architect. He helped design New York Hospital, Waldorf-Astoria Hotel, Rockefeller Center, Museum of Modern Art.



Yes...the brewers *do* mean business

AN EDITORIAL BY WILLIAM ALLEN WHITE ...
in the Emporia (Kan.) Daily Gazette

BEER STATESMANSHIP

It has become obvious ever since the repeal of prohibition that the American brewers were determined not to make the mistake that the brewers made in pre-prohibition days . . . A year ago they adopted an independent code, pledged themselves to "conduct their business in conformity with established laws and in co-operation with the authorities." Further, they pledged themselves to support "duly constituted authorities for the elimination of anti-social conditions" in the beer business. They pledged themselves to get behind the "great body of retailers who sell beer as law abiding citizens" and also to back up authorities in preventing "beer sales to minors or persons who have drunk to excess." The code aimed high.

It was obvious that Kansas is the one place in the United States where the United Brewers' Industrial Foundation, which was back of the code, with offices in New York, could come and find a fertile field to try out the

code. They sent a representative of the Foundation to Kansas. He went to work in a practical manner. He surveyed the beer business in the large counties of Kansas where, if anywhere, the code would crack. He went to the sheriffs and the county attorneys in these counties. He went to the Attorney General of Kansas and told the law enforcing officers everywhere that he wanted their help and he wanted to help them clean up questionable beer parlors, places where they sold beer to minors, to drunks, where they kept open after the hours set down by the local authorities, where the beer dealers permitted hard drinks to be sold or sold them, and in general, this agent of the brewers back of the code made a genuine and certainly an effective campaign in Kansas to weed out the bad practices which tend to grow up where illegal liquor mixes itself with the sale of beer.

The Gazette knows definitely two cases where evidence was furnished by the Brewers' Foundation . . . With the

full co-operation of the local officers and the representatives of the Brewers' Foundation, public enforcement of the Kansas law controlling the sale of beer can be had. That co-operation should be given.

There is no reason why the beer business should not be conducted as any other commercial business—breakfast food, toothpaste, tenderized ham, packaged coffee or shoes . . .

The representatives of the Brewers' Foundation in Kansas wrote to The Gazette:

"We stand ready to co-operate with Kansas officials in the enforcement of the law. We have laid before officials evidence of violations of the liquor laws and some definite results have been attained. We pledge our continued efforts."

This is not idle persiflage. Apparently the Brewers' Foundation means business.

(from issue of April 15, 1938)

Here's what we promised:

One pledge from The Brewers Code: "We pledge our support to the duly constituted authorities for the elimination of anti-social conditions wherever they may surround the sale of beer to the consumer."

Here's what we're doing:

As one example (and there are others): our investigators gathered evidence in Kansas that some retail outlets were using beer licenses as screens to sell bootleg liquor. The Attorney General cooperated, prosecuted and won. William Allen White, great American editor, then published the above editorial.

It's true . . . "anti-social conditions" exist in only a tiny fraction of the quarter-million places

where beer is sold. Even so, we cannot hope to "police" them . . . unless you too will cooperate.

Here's what You can do:

1. Follow up *your* local authorities. Just insist that they enforce *existing laws* against illegal sales of liquor, operation of illicit resorts, sales after hours, sales to minors, sales to persons who have drunk to excess.

2. Patronize only respectable retail outlets.

3. Show that you are behind us . . . buy only beer or ale made by Foundation members...identified in their advertising by the symbol shown here.

Do these things, and you help the bulwark of moderation . . . beer...and the public interest as well.



Correspondence is invited with groups and individuals everywhere who are interested in the brewing industry and its responsibilities. Address: United Brewers Industrial Foundation, 21 East 40th Street, New York, N. Y.

A YEAR OF THE FORUM will bring you:

250 pages of Small House plans, photographs, construction specifications, cost data;

100 pages of Shops, Stores, and light Commercial buildings with complete data on special features;

50 pages of subdivision case studies covering design, construction and management;

150 pages on Remodeling with "before and after" photographs and plans;

150 pages on Apartment Houses and Taxpayers;

175 pages of Interpretative reporting to clarify government building news, mortgage finance, etc.;

325 pages devoted to Hospitals, Schools, Office buildings and other heavy construction types;

.... Hundreds of pages announcing new building materials and products, the most complete building market in America.

Every month The FORUM brings you more than 100 editorial pages covering every phase of building—plan, design, construction, materials, mortgage finance and management—every significant and new building fact.



FOR BUILDING MEN ONLY
THE ARCHITECTURAL FORUM
TIME & LIFE BLDG. Rockefeller Center
New York, N. Y.

Enter my subscription for one year—12 numbers—including the LIFE HOUSE ISSUE.
I enclose \$1 in full payment.

Name _____
Street _____
City _____ State _____

After you have studied
**THE 8 MOST TALKED-ABOUT
HOUSES IN THE U. S.** in this issue
of LIFE, then decide whether the coupon at the
bottom of this page is for you . . .

Perhaps you are one of the thousands of LIFE readers who are planning to build or buy a new home. These eight LIFE HOUSES will be of immeasurable assistance. Study them carefully—they will help you decide your preference in architectural styles, they will show you how living-space can be planned to meet your requirements, they will help you get your housing problem crystal clear in your own mind.

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THE ARCHITECTURAL FORUM

PUBLISHED BY TIME INC.

THE CALVERTS OF LOS ANGELES: \$3,000-\$4,000 INCOME

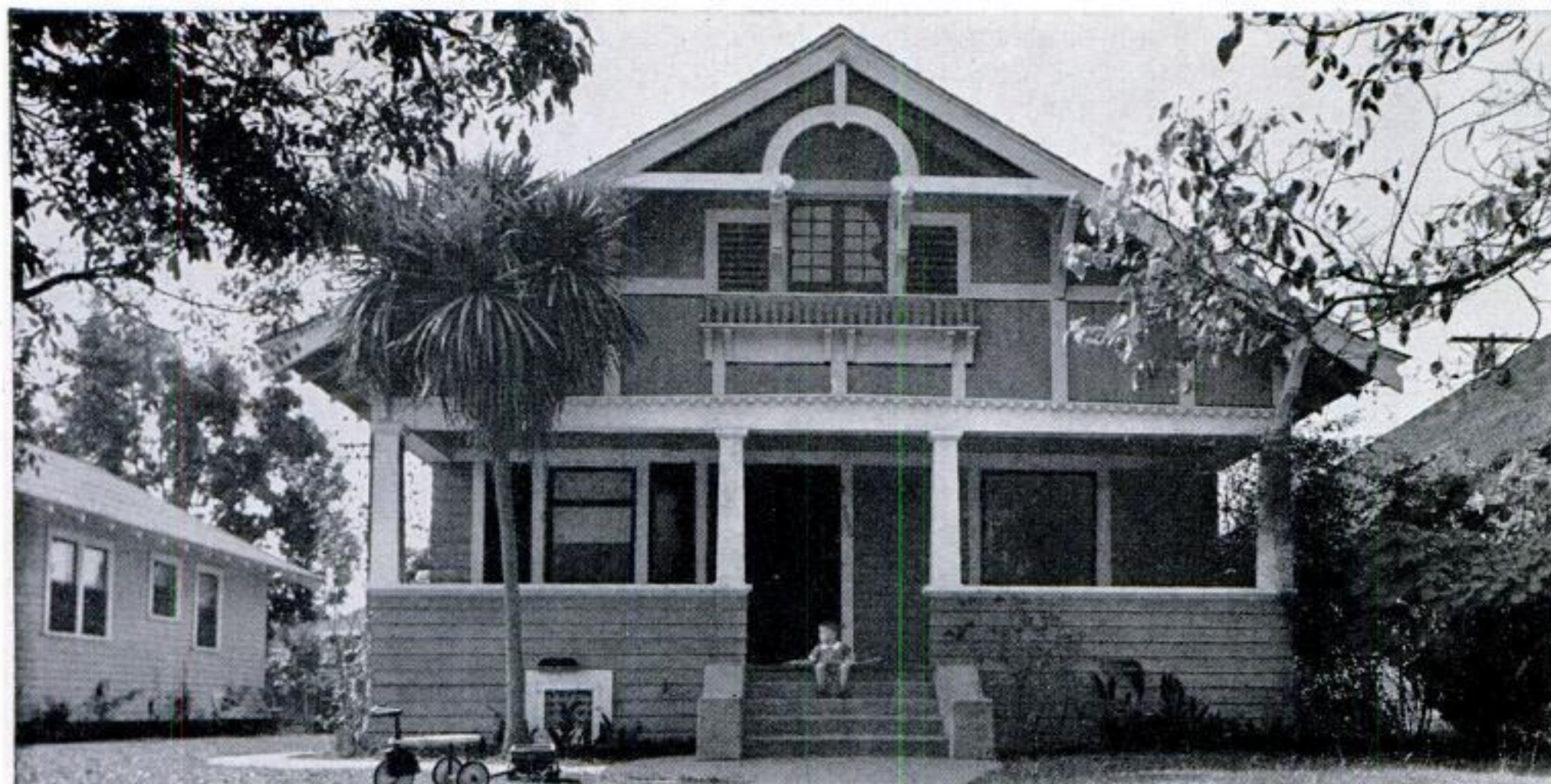
Paul Calvert, 32, earns about \$3,000 a year as a staff photographer for the Los Angeles Times. At lower right you see a sample of his work—an excellent picture of Mrs. Calvert and their son Tracy ("Dinky"), 3, in the bathroom. The Calverts pay \$27.50 a month rent for their false-gabled cottage (*below*) in the modest south end of Los Angeles. They have found it very uncomfortably arranged. There are three bedrooms, running the length of the house, and one tiny bathroom containing an old-fashioned tub. The

kitchen is poorly lighted. The water heater is uncomfortably close to the stove, making for hot summers for Mrs. Calvert. The dining room is too large and the living room is too small. The garage crowds the small back yard.

The Calverts would like to build a house with garage attached, leaving space outdoors for a badminton court. Over the garage would be a darkroom for Mr. Calvert's work. They want two bedrooms, living room, den (with studio couch for guests), a bright kitchen & breakfast nook.



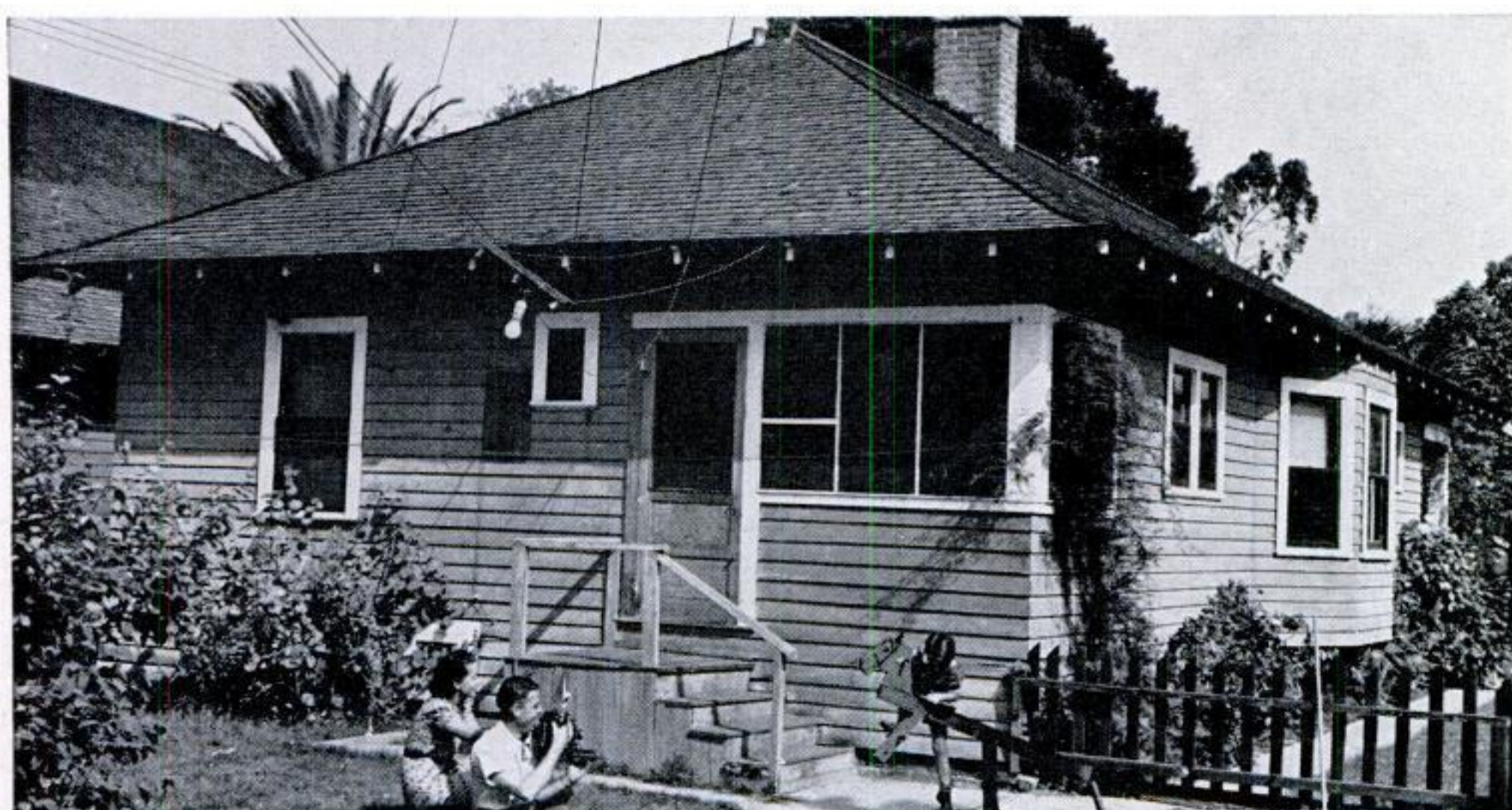
MR. CALVERT PHONES IN LIVING ROOM



FALSE GABLE MAKES THE CALVERT BUNGALOW AT 2284 W. 29th ST. LOOK LIKE A TWO-STORY HOUSE



HEATER BY STOVE MAKES HOT KITCHEN



MR. CALVERT PHOTOGRAPHS HIS SON "DINKY" IN THE TINY BACK YARD WHILE MRS. CALVERT LOOKS ON



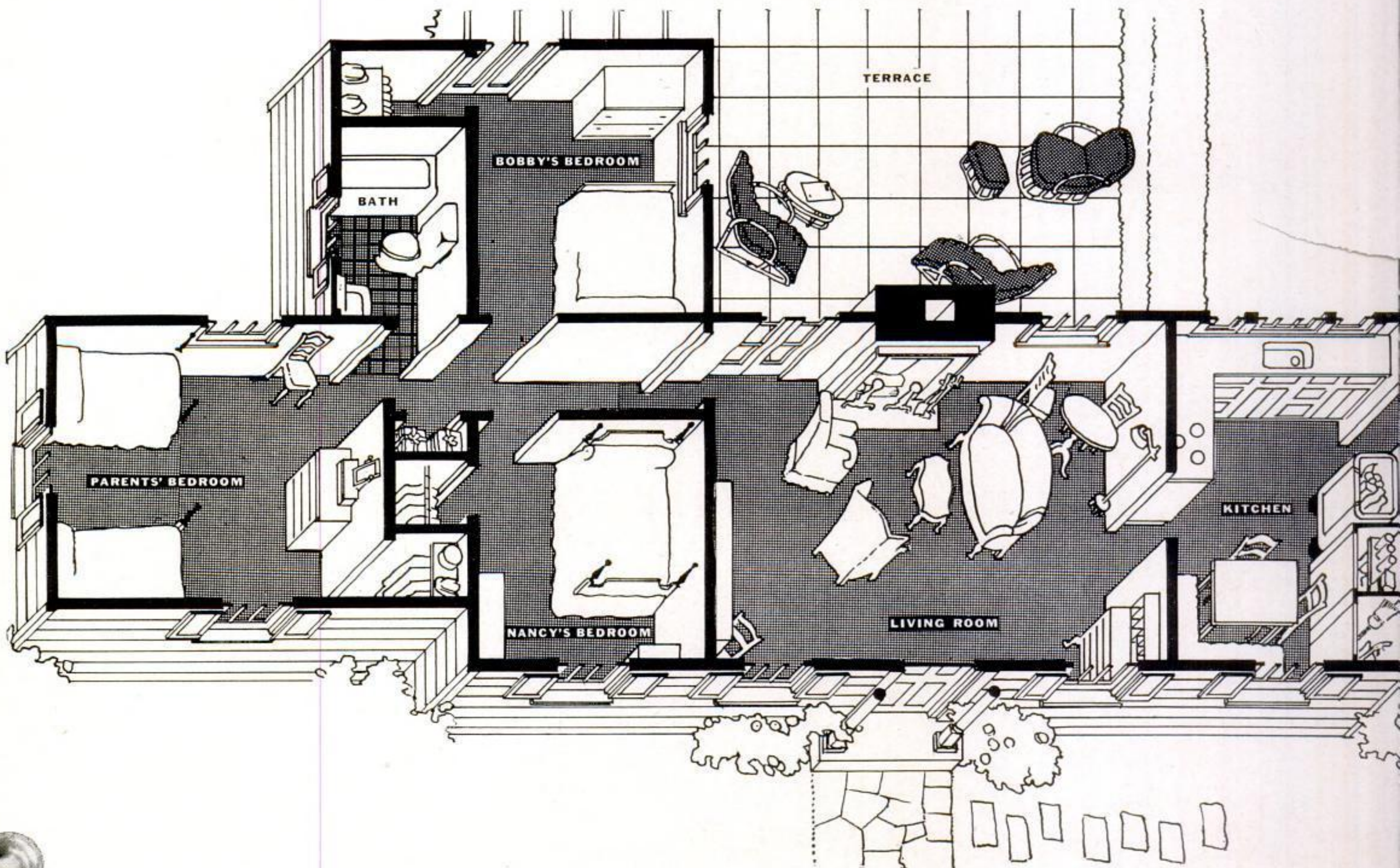
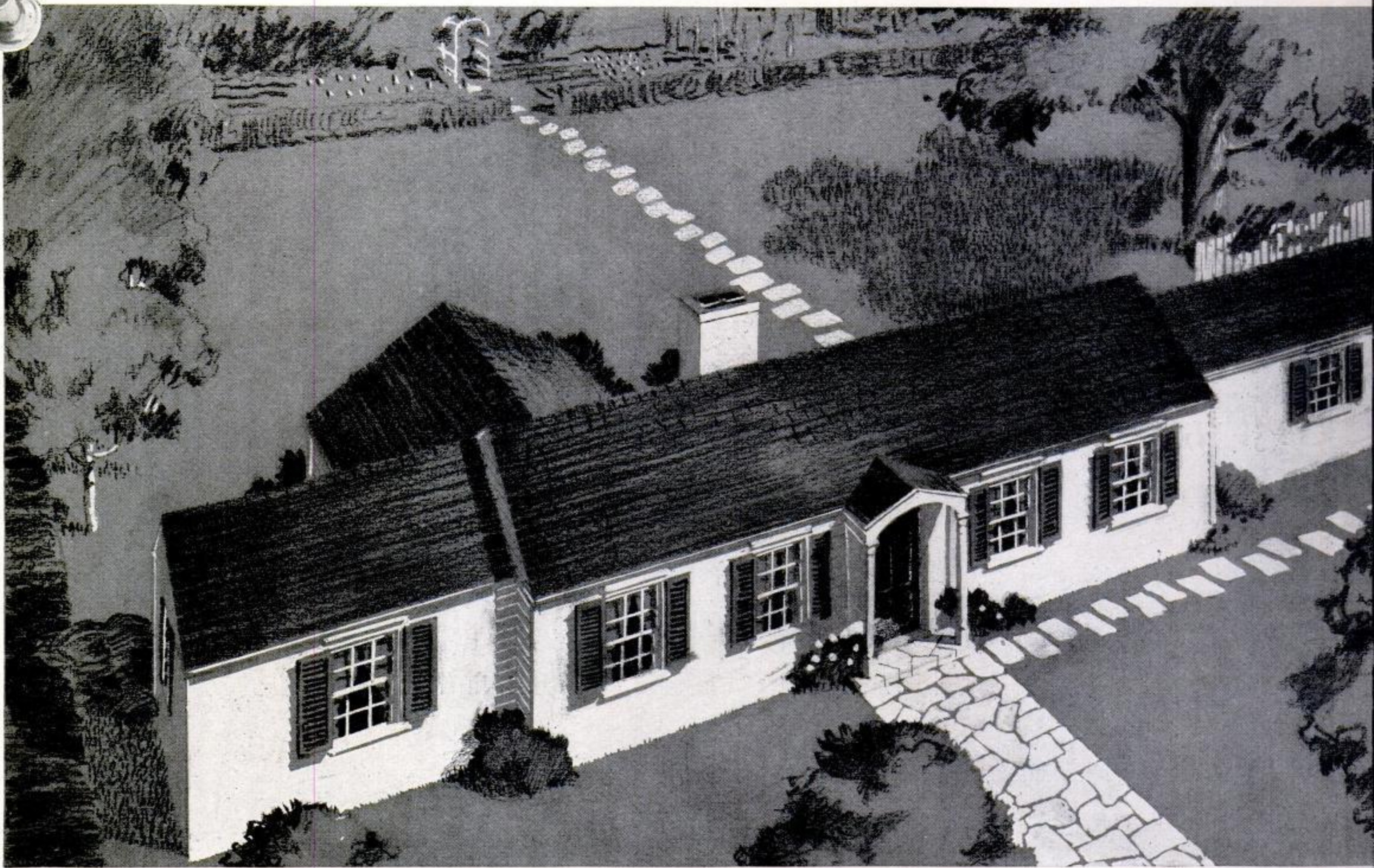
FATHER TOOK THIS OF MOTHER AND SON

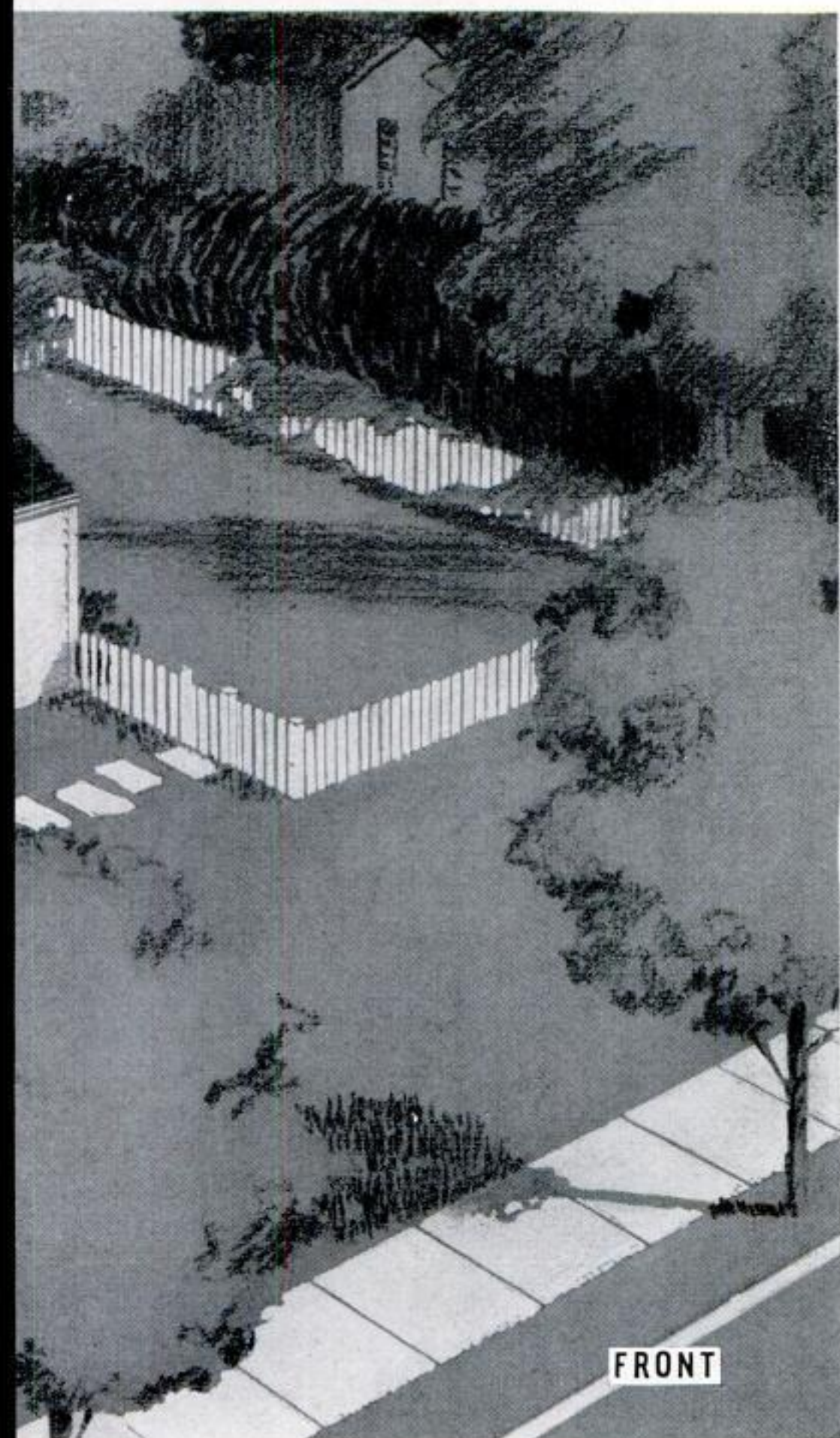
ARCHITECTS FOR THE CALVERTS: KELLEY AND WURSTER

H. Roy Kelley (*left*) was the logical choice to design a "traditional" house for the Calverts (*see pp. 52-53*), not only because he lives in Los Angeles but also because he is one of two most successful residential architects on the Pacific Coast. Trained at Cornell and in Paris, he proceeded to win top architectural prizes for home design so monotonously that he is now regularly put on contest juries to keep him out of the competition.

William Wilson Wurster (*right*) of San Francisco, designer of a "modern" house for the Calverts (*see pp. 54-55*), shares top Coast honors with Mr. Kelley as a residential architect. His houses are modernly efficient without being radical-looking. Many critics consider them the most gracious and livable houses now being created in America. Mr. Wurster himself is gracious, calm and mellow, fastidious in taste and a meticulous craftsman.







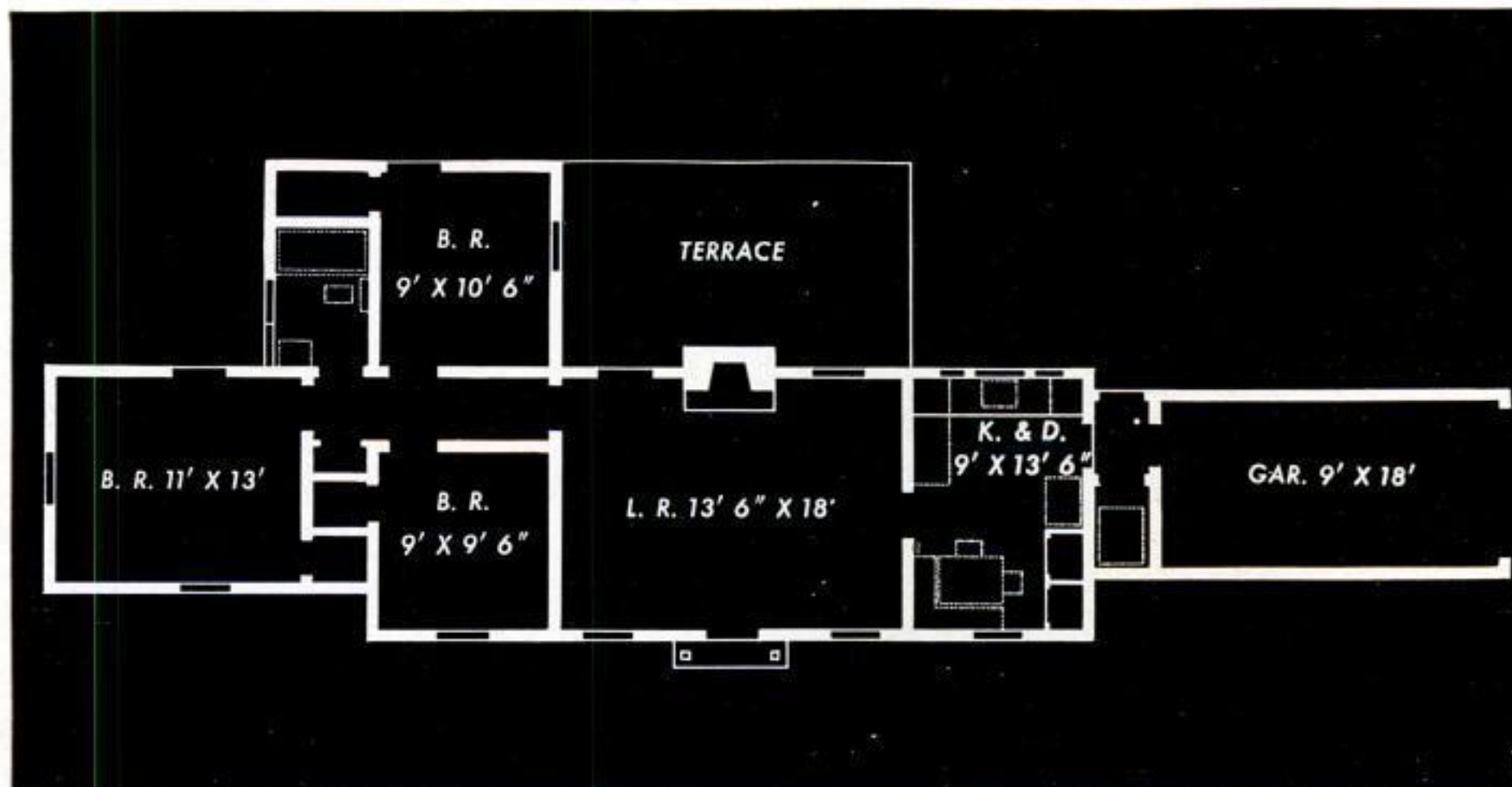
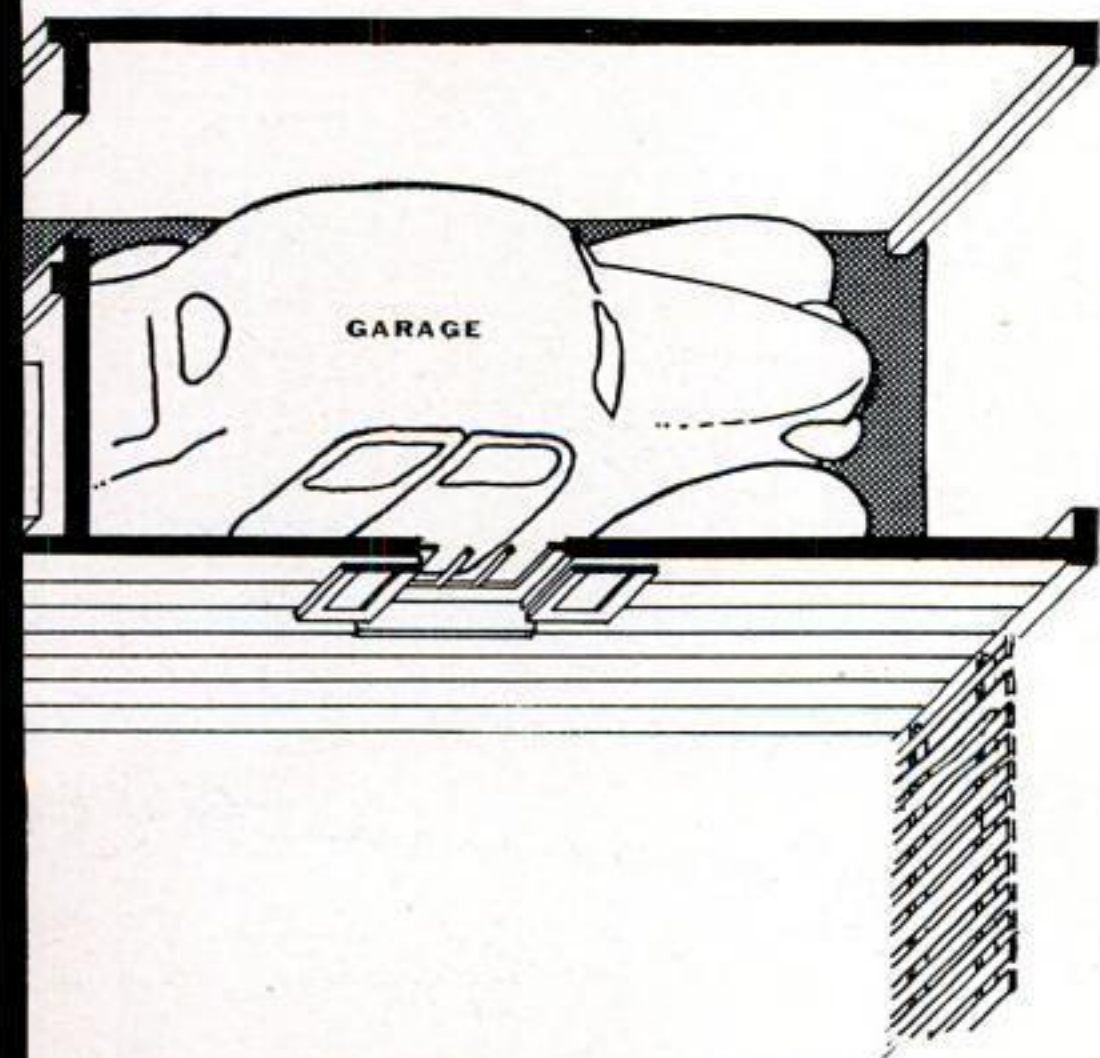
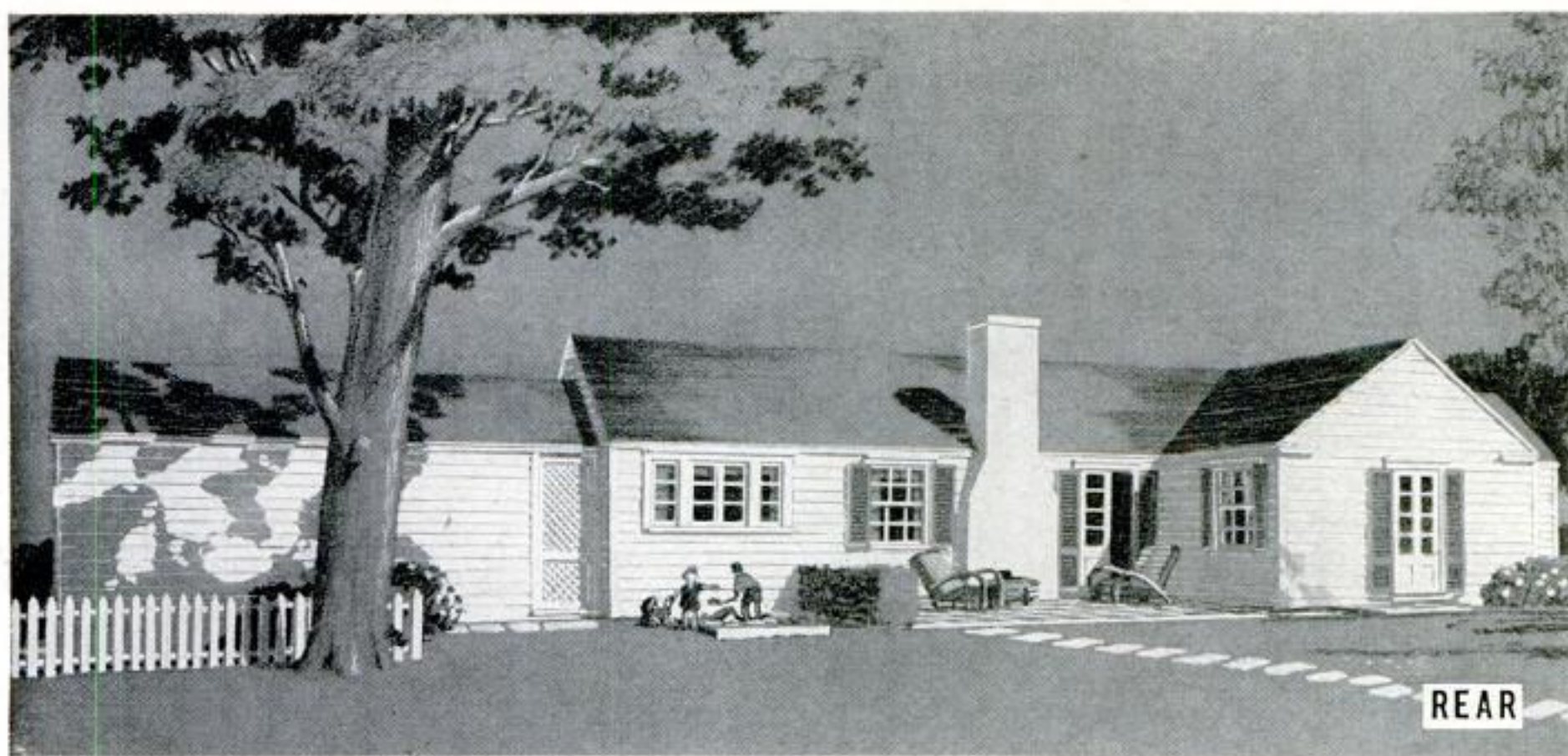
RICHARD KOCH COMBINES EFFICIENCY AND CHARM

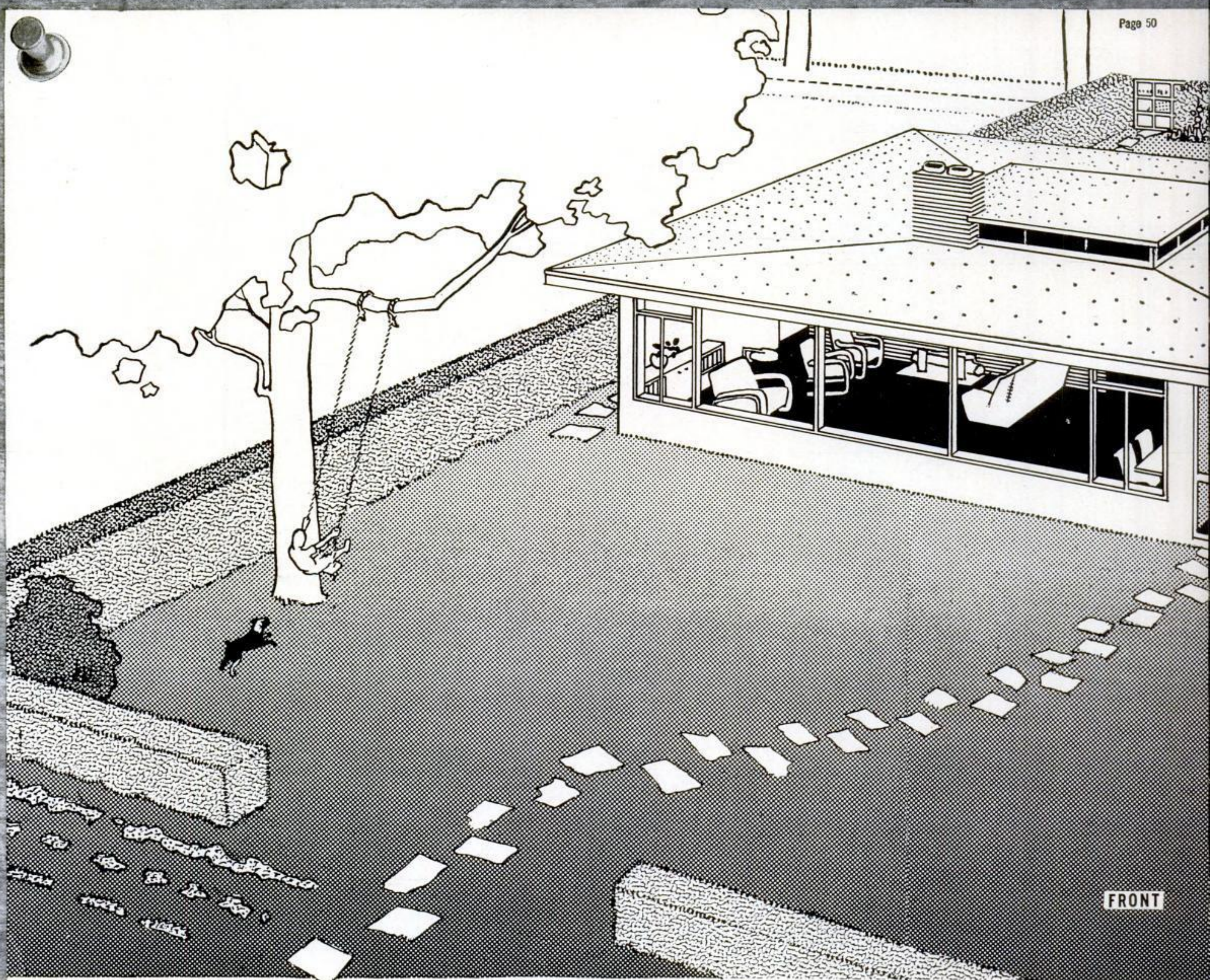
This little white Southern house is the one which Architect Richard Koch designed for the W. Alan Ramseys of Atlanta (*see p. 46*). At left is a front view; below, a rear view; at bottom left an isometric drawing representing the house with its roof sliced off; at bottom right a floor plan showing dimensions. As pointed out on page 45, building costs vary so widely in different localities, and price is affected so much by quality of materials used, that it would be absurd and misleading for *LIFE* to set a price on this or any other house. What can be definitely said is that, by the methods of financing explained on page 66, this house—including lot but not landscaping—is within the means of anyone who earns \$3,000 a year and may be financed in some localities from an income of as little as \$2,000 a year.

To be built of clapboards, the Ramsey house as Architect Koch sees it would be painted white

with green shutters and green slate roof. For efficiency, he has grouped service quarters in one wing, sleeping quarters in another, with a living room between. The service wing contains garage, heating system, kitchen and dining nook. The kitchen is so arranged that while working Mrs. Ramsey can watch the children at play.

In the sleeping wing Mr. Koch has provided a bedroom for Mr. and Mrs. Ramsey, a bedroom each for Bobby and Nancy, plenty of closet space and a bathroom convenient to all three rooms. He would like to have given the Ramseys the second bath and the game room which they want, but could not do it within their price range. The living room is large enough to let one group gather by the fireplace while another plays chess or bridge by a window. And in Atlanta's mild weather, for much of the year the Ramseys could use their brick terrace as an extra living and dining room.





EDWARD D. STONE DESIGNS A HOUSE WITHOUT HALLS

This house, designed for the Ramseys by Architect Stone, may look strange to you but it is a super-efficient machine for living. Notice that there is not a hallway in the house—not a single inch of waste space. That is possible because Mr. Stone has grouped the service units including kitchen, bath and heating equipment in the center of the house, with light and air coming by way of roof instead of walls. An exhaust fan in the "monitor" at roof center blows out hot air in summertime.

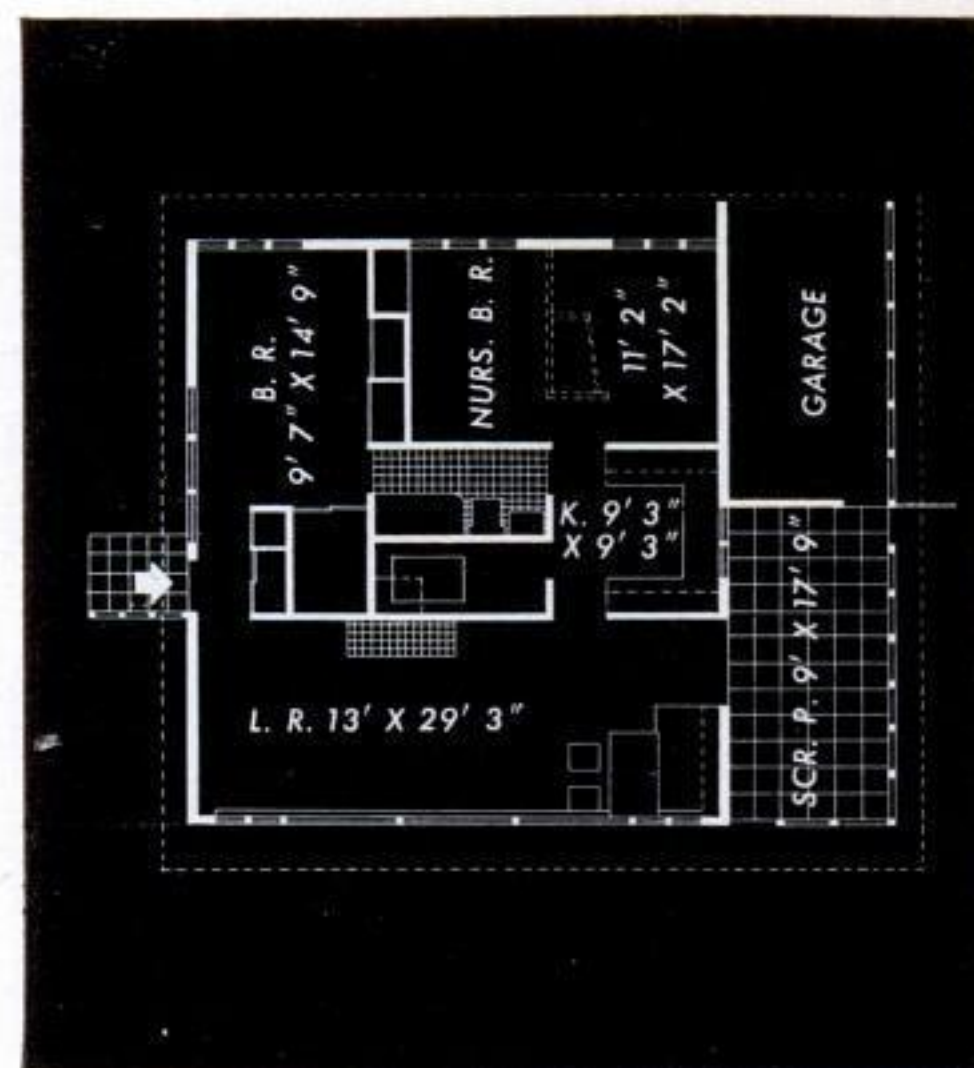
The foundation of Mr. Stone's house for the Ramseys is concrete, poured flat on the ground. Moving toward the goal of prefabricated, mass-produced houses, the architect employs factory-made panels of composition board for the walls. He sees the house as white with gray roof and possibly blue doors.

The main entrance vestibule contains good-sized coat and linen closets. Next to these is a big storage closet (notice trunk with

Mr. Ramsey's ominous initials: W.A.R.). Then, side by side, come the bathroom and a general service room with space for heater, washing machine, vacuum cleaner, etc. From her post in the compact kitchen Mrs. Ramsey commands a watchtower view of the establishment and her playing children.

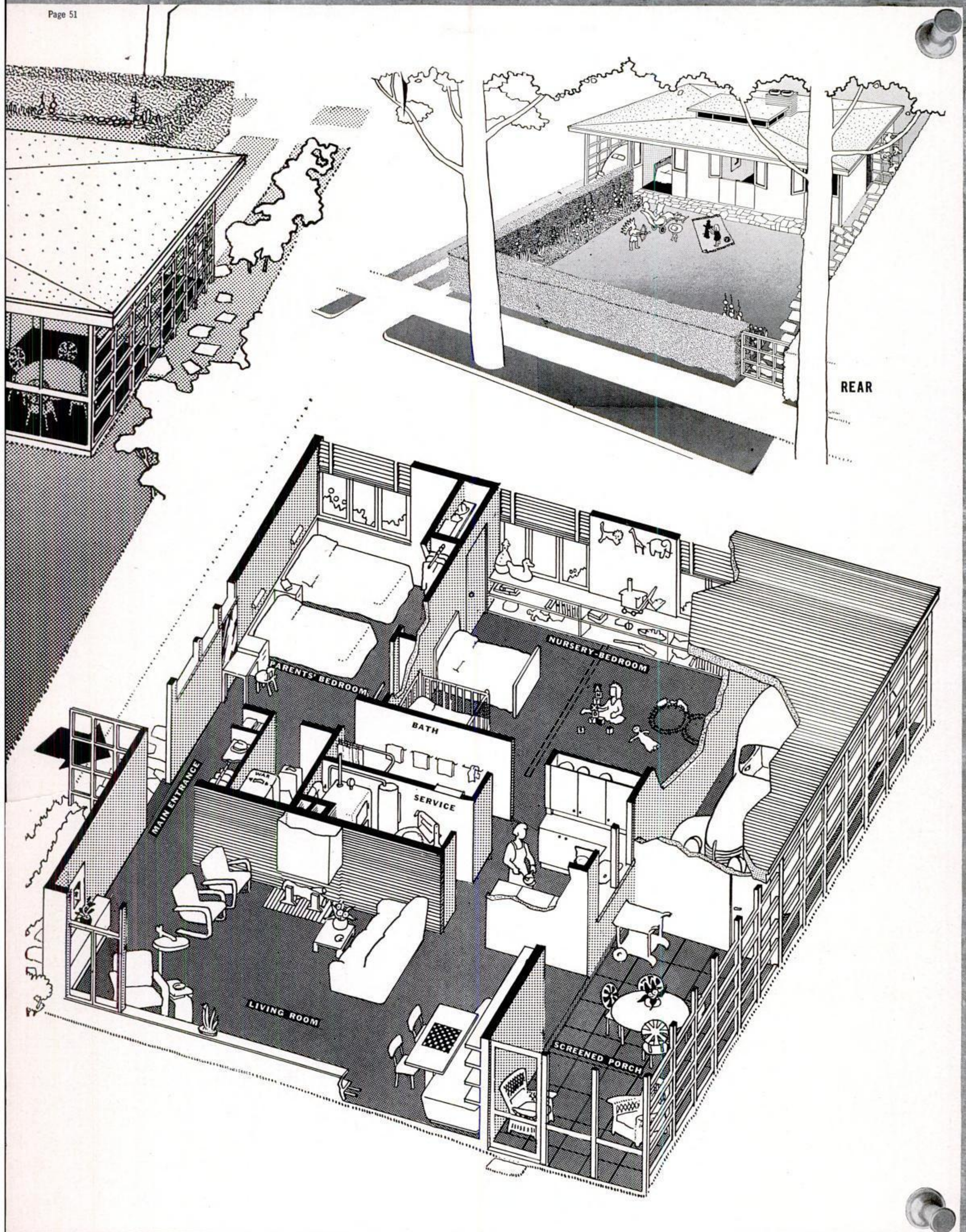
For Bobby and Nancy, Mr. Stone has designed a single big nursery which may readily be divided into two separate rooms when they grow older. In the isometric drawing at right the architect has lined the outside wall of the nursery with shelves for toys and books. In the rear-view sketch at upper right he has cut out some of the shelves to make room for French doors opening directly on the yard.

The living-dining room has, in effect, one glass and one brick wall, with a metal hood on the brick forming a fireplace. The bench under the china shelves in the dining alcove is a day bed which may be pulled out for the Ramsey guests.

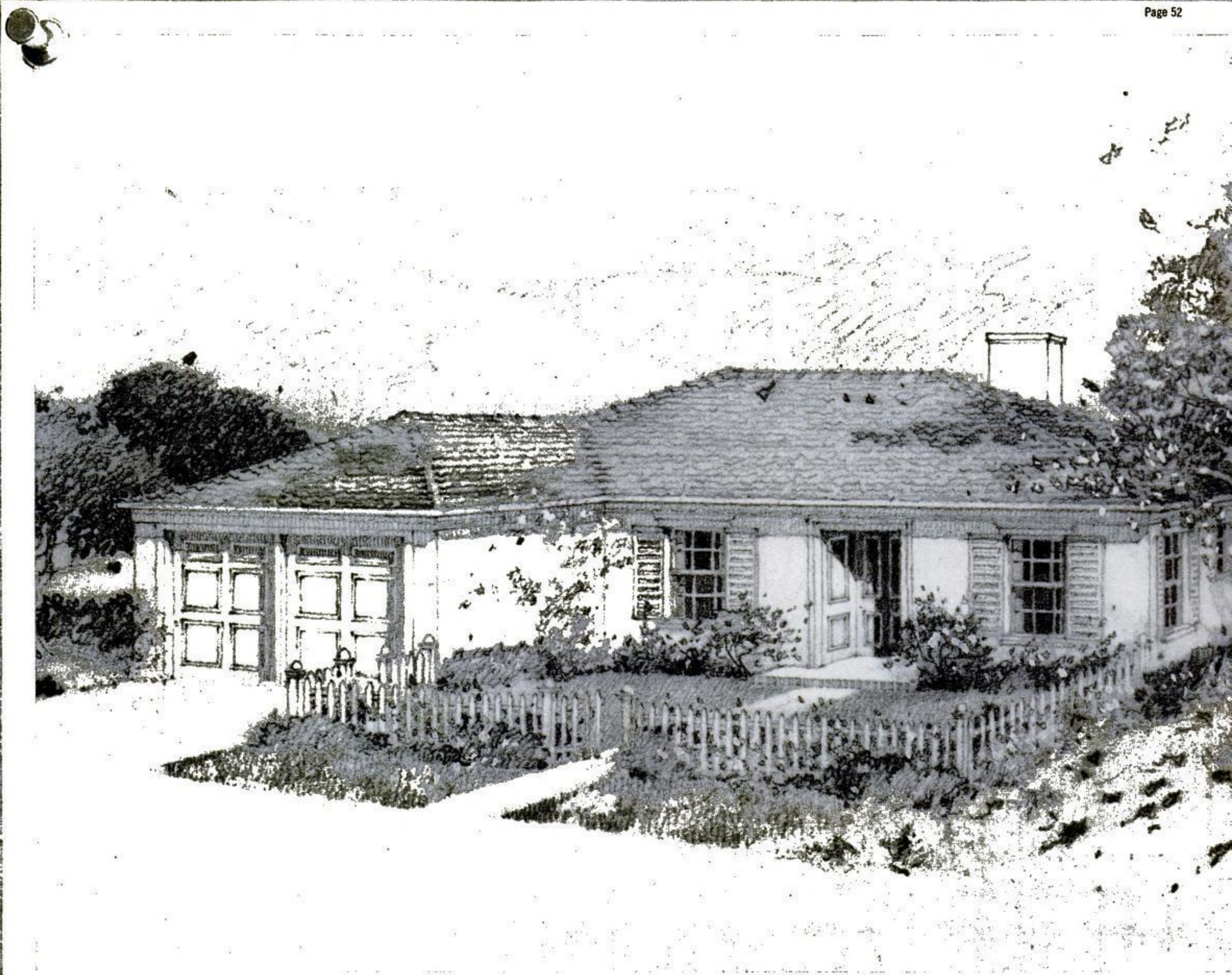


If you earn \$2,000-\$3,000 you can build one like it

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H. ROY KELLEY DESIGNS A "CALIFORNIA COLONIAL"

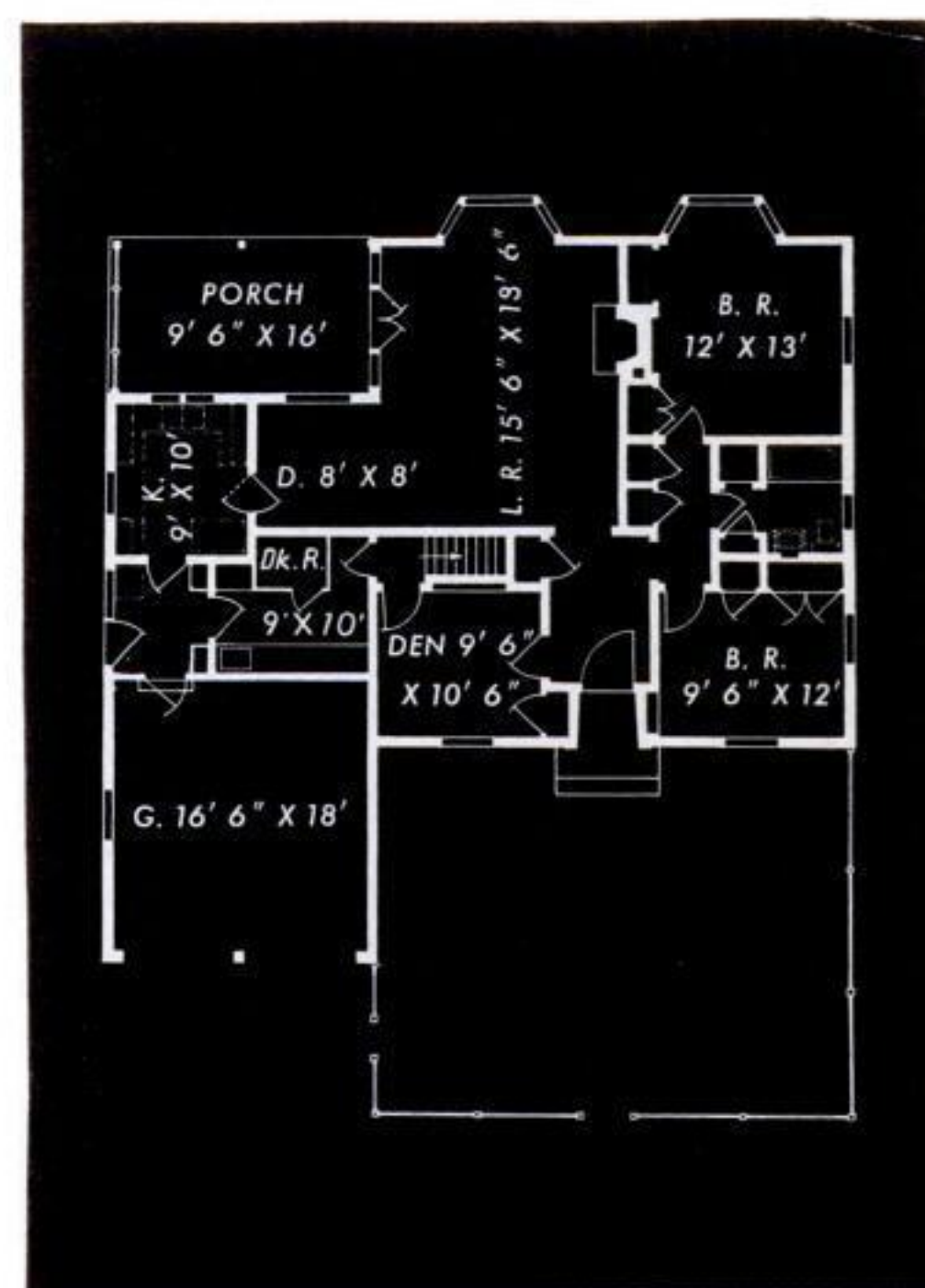
When emigrants from New England reached California last century, they were charmed by the simple cottages and ranch houses which the Spanish settlers who preceded them had built. But there was still in their bones a nostalgia for the trim white houses of their New England hills. So when they came to build their new homes in the West, they tried to combine the romantic style of the Spanish Colonial with the simple sturdiness of their old American Colonial. Out of this blending evolved a type of architecture which might be called "California Colonial." It is in this style that Architect H. Roy Kelley has designed a house for his fellow Angelenos, the Calverts (*see p. 47*). It is, argues Mr. Kelley, a style so simple in form and so thoroughly American that it is well adapted to any section of the country.

The walls of the Kelley-Calvert house are of troweled stucco, brush-coated with Oyster White or Old Spanish white paint. The picket fence is painted to match. Shutters are soft green; windows, doors and cornices are ivory white.

The entrance steps and porch floor are red brick. The roof is of red cedar shakes, left to weather a natural aged tone.

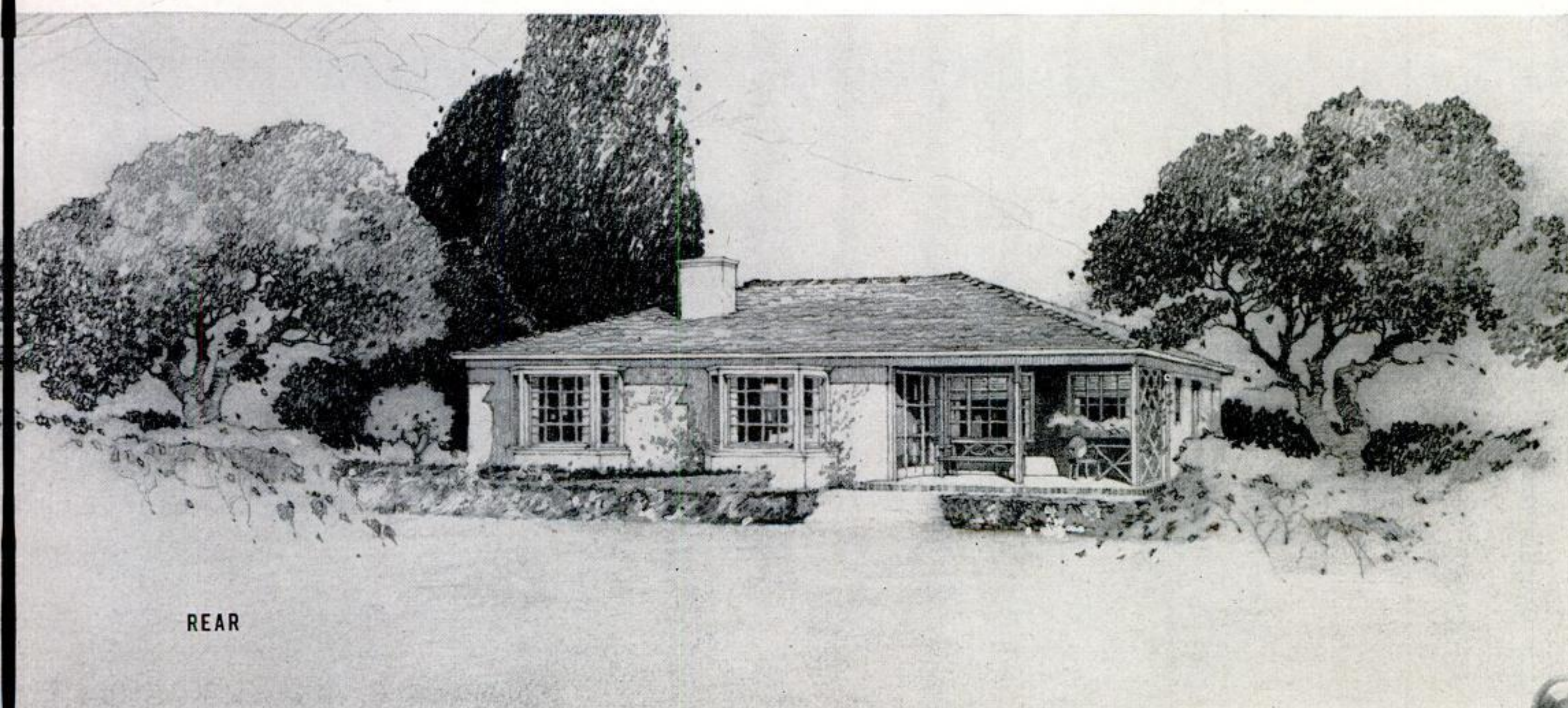
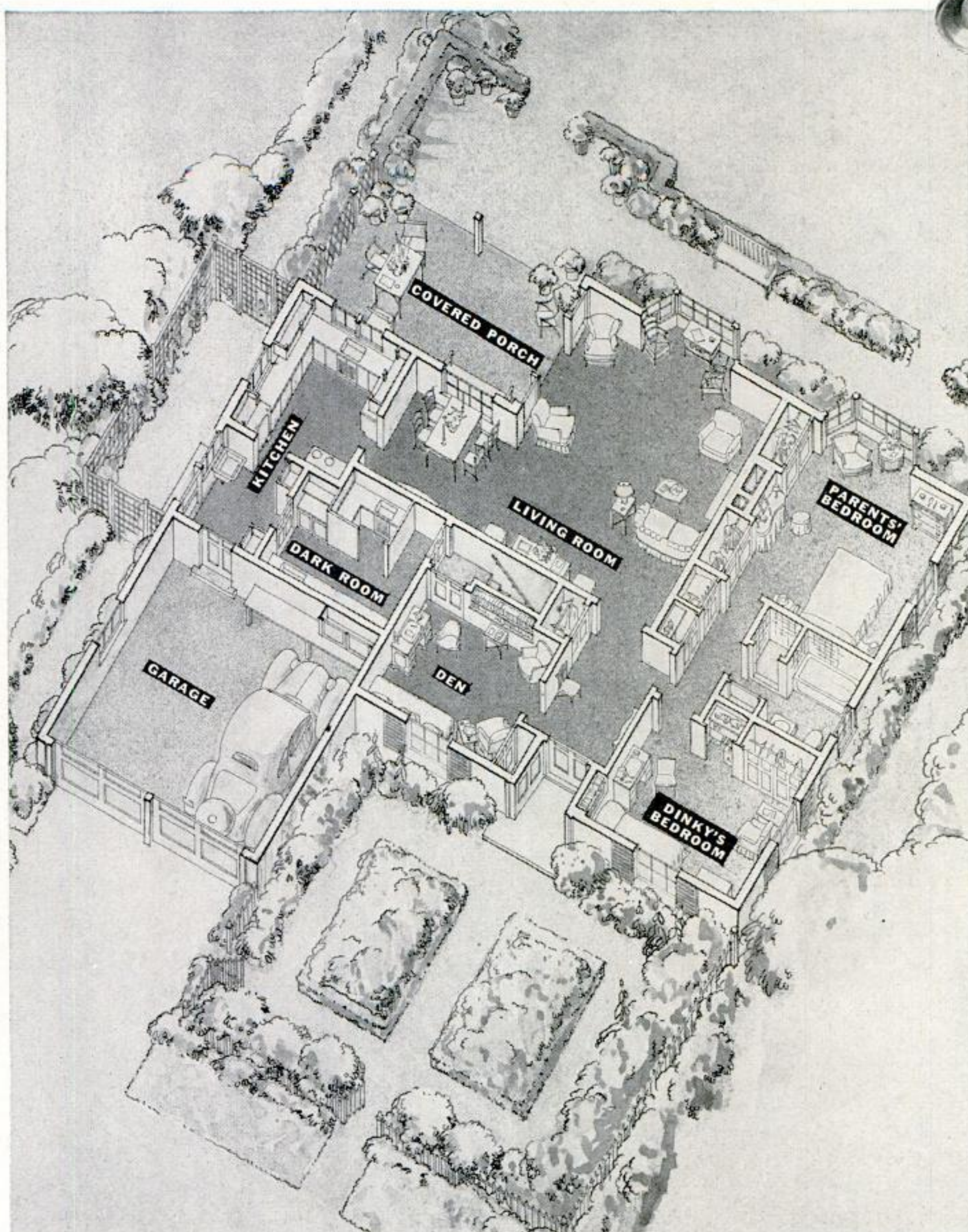
The floor plan of the house, Mr. Kelley points out, is extremely compact and economical, but all rooms are of generous size and well-exposed for light and cross ventilation. Each room has a pleasant outlook—the den and "Dinky's" room to the front garden, the living room, dinette, kitchen and parents' bedroom to the rear garden. Big bay windows make the living room view especially spacious. The living room opens on a covered porch for outdoor living and dining.

The garage is so placed that it is handy for Mrs. Calvert to unload her groceries from car to kitchen, for Mr. Calvert to unload his photographic equipment directly to his dark room or den. Excited by the problems of the news photographer, Architect Kelley points out that Mr. Calvert, when working in either den or dark room, is on the spot to answer the telephone in the den, leap into his car in the garage when an emergency call comes.

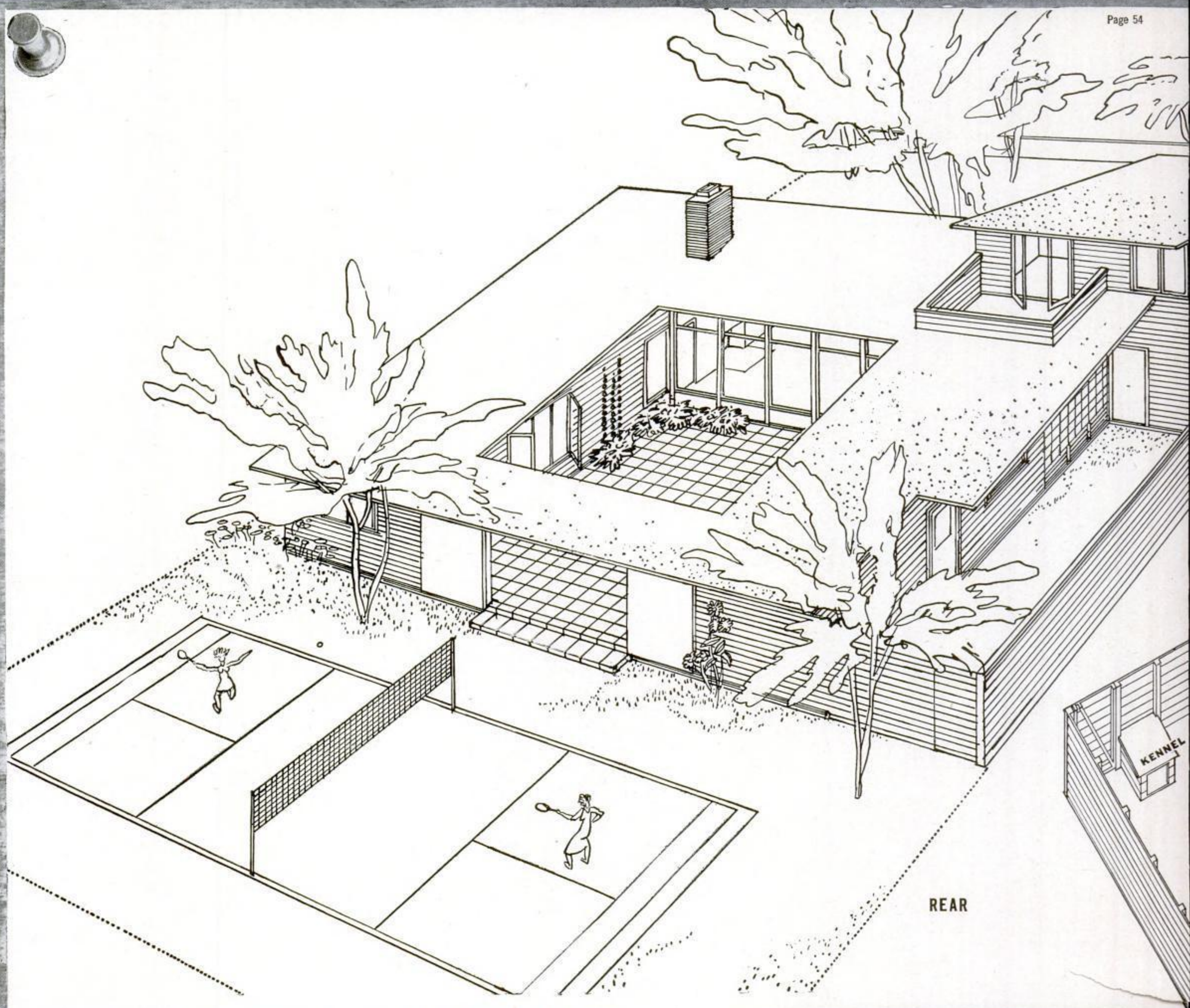


Angeles: If you earn \$3,000-\$4,000 you can build one like it

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WILLIAM WILSON WURSTER BUILDS AROUND A PATIO

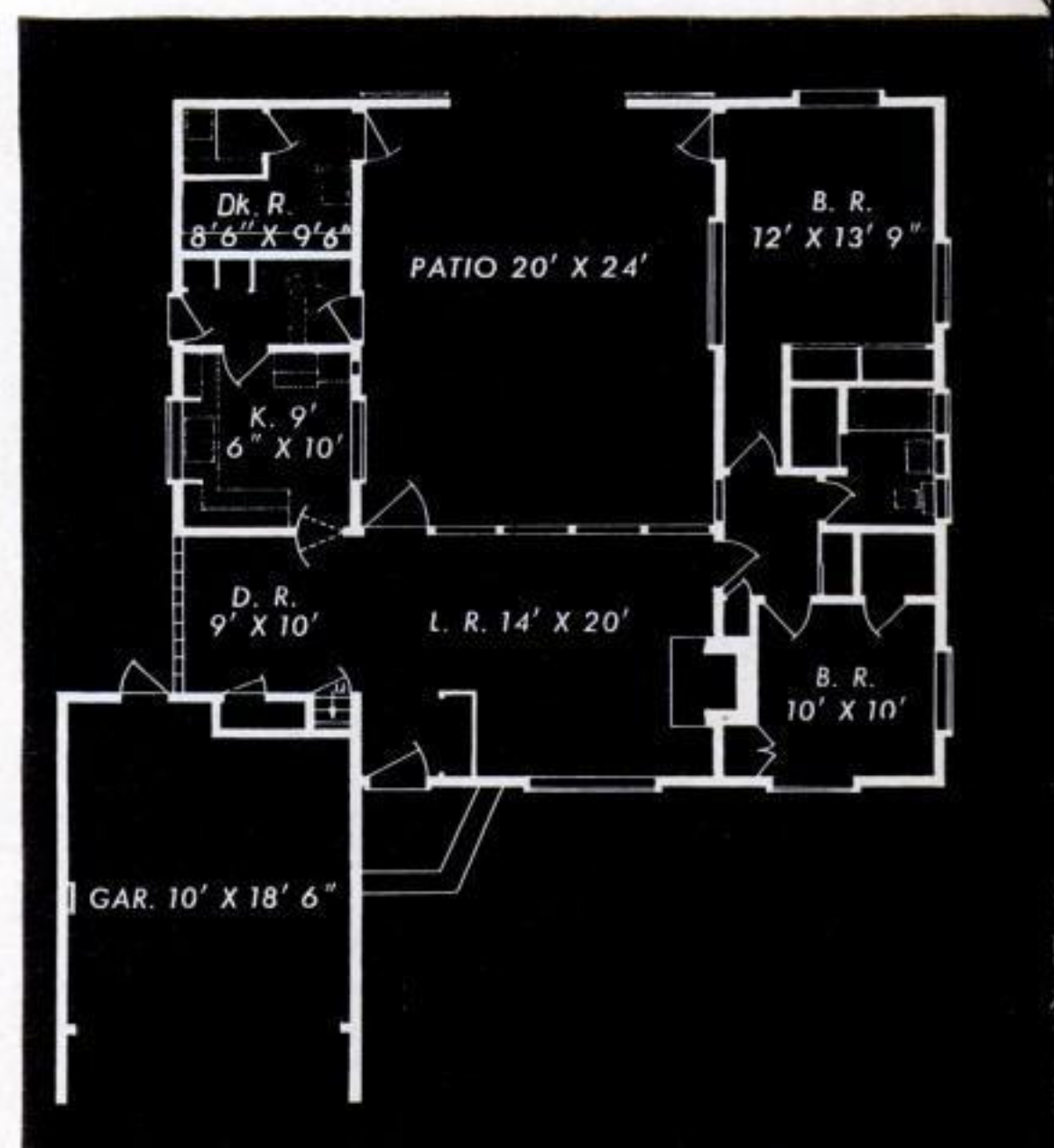
Odd-looking to Easterners, this house for the Calverts by William Wilson Wurster would strike the accustomed eyes of Californians as simply a good, plain, practical house for their climate. Compact and outdoorsy, it is considerably more graceful, less angular than most "modern" houses. The whole house is built around a central patio and every room has two or three exposures, insuring plenty of sun and air. What angles there are, have a purpose. Designed for a lot facing west, the roof is sloped to bring maximum sunlight into the court. The garage roof slopes up to make room for Mr. Calvert's den, with sun deck, and a storage room.

Mrs. Calvert's kitchen is protected from California's hot west sun, but for warmth on brisk winter afternoons the living room and Son "Dinky's" bedroom have western exposure. The glass-brick wall of the dinette insulates it against the winter's north wind. The badminton court which the Calverts asked for has an ideal

north-south direction (to keep sun out of eyes).

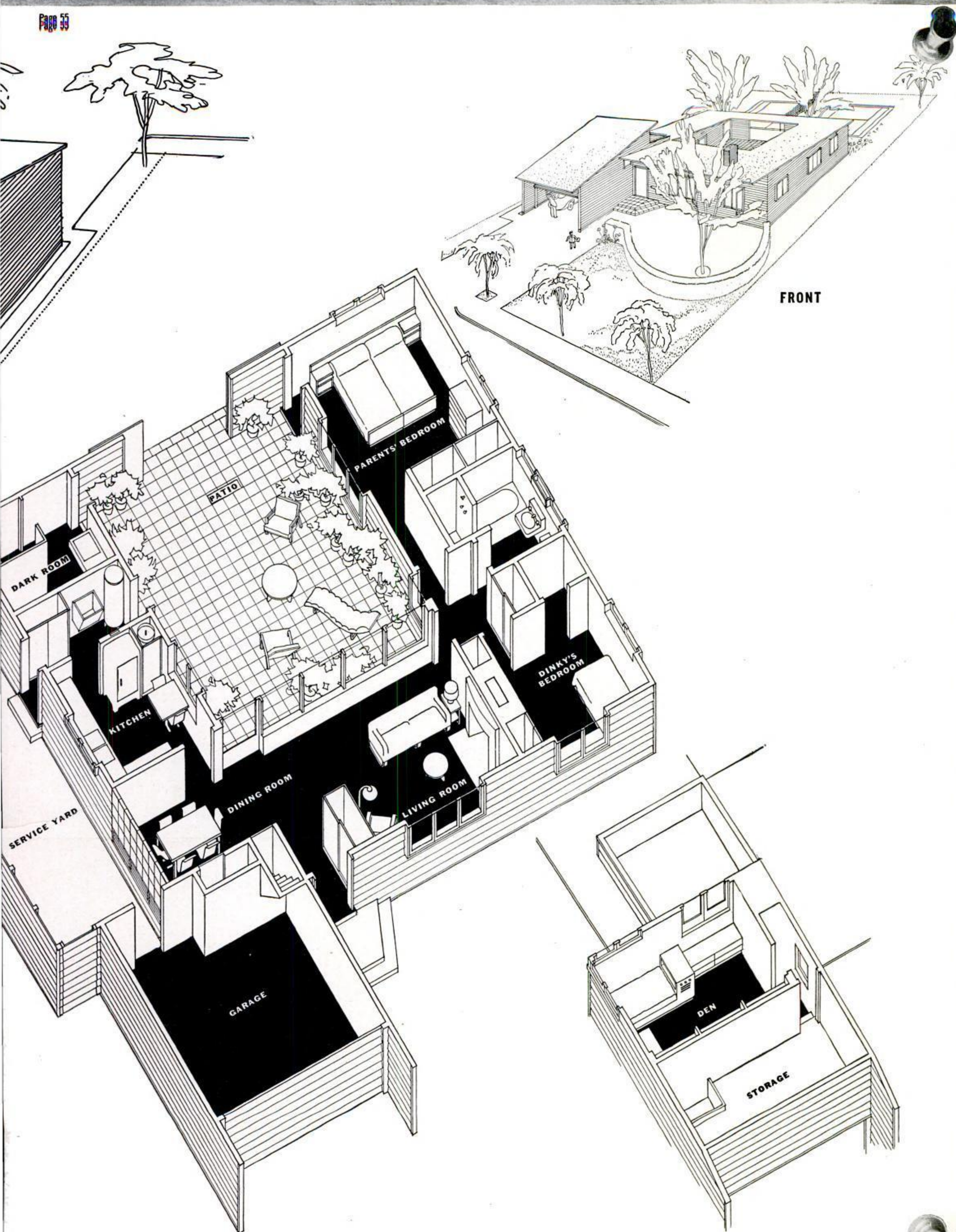
Asking for a small lawn, because he does not like to cut grass, Mr. Calvert indicated that he is not a man who likes to fuss around the house and grounds. Hence Mr. Wurster put the play area at the back of the lot where neither the neighbors, nor the Calverts themselves from their main rooms, will have it constantly in view. The garage is placed at the front of the house to shorten driveway, safeguard playing children. The enclosed service yard, for hanging clothes, etc., is handy to the kitchen. It also contains a kennel for the dog which the Calverts plan to buy. Mr. Calvert's dark room is off this yard.

Architect Wurster directs that house be built of natural redwood, treated with bleaching oil to give it a warm gray tone. This will prevent glare. The eaves, roof overhangs, and window and door frames are to be painted white. A white mineral surfaced roof is designed to repel heat.



Angeles: If you earn \$3,000-\$4,000 you can build one like it

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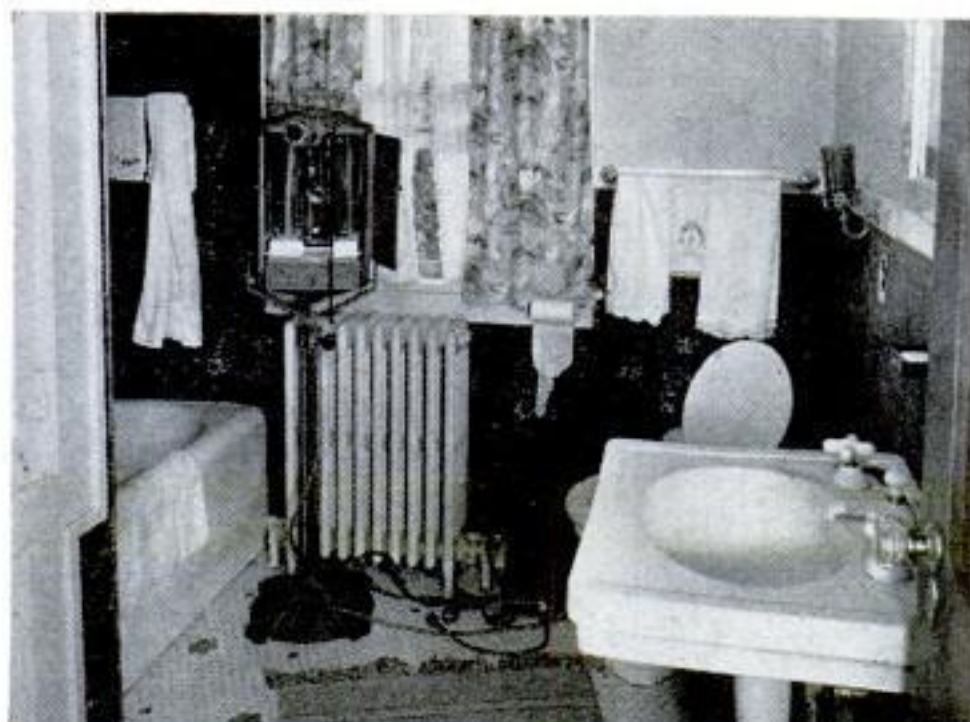
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REAR VIEW, NOTE SHARP DRIVEWAY TURN



MONOPOLY IN BLACKBOURN LIVING ROOM



SUN LAMP CROWDS THE SMALL BATHROOM



KITCHEN STOVE HEATS DINING ROOM

THE BLACKBOURNS OF MINNEAPOLIS: \$5,000-\$6,000

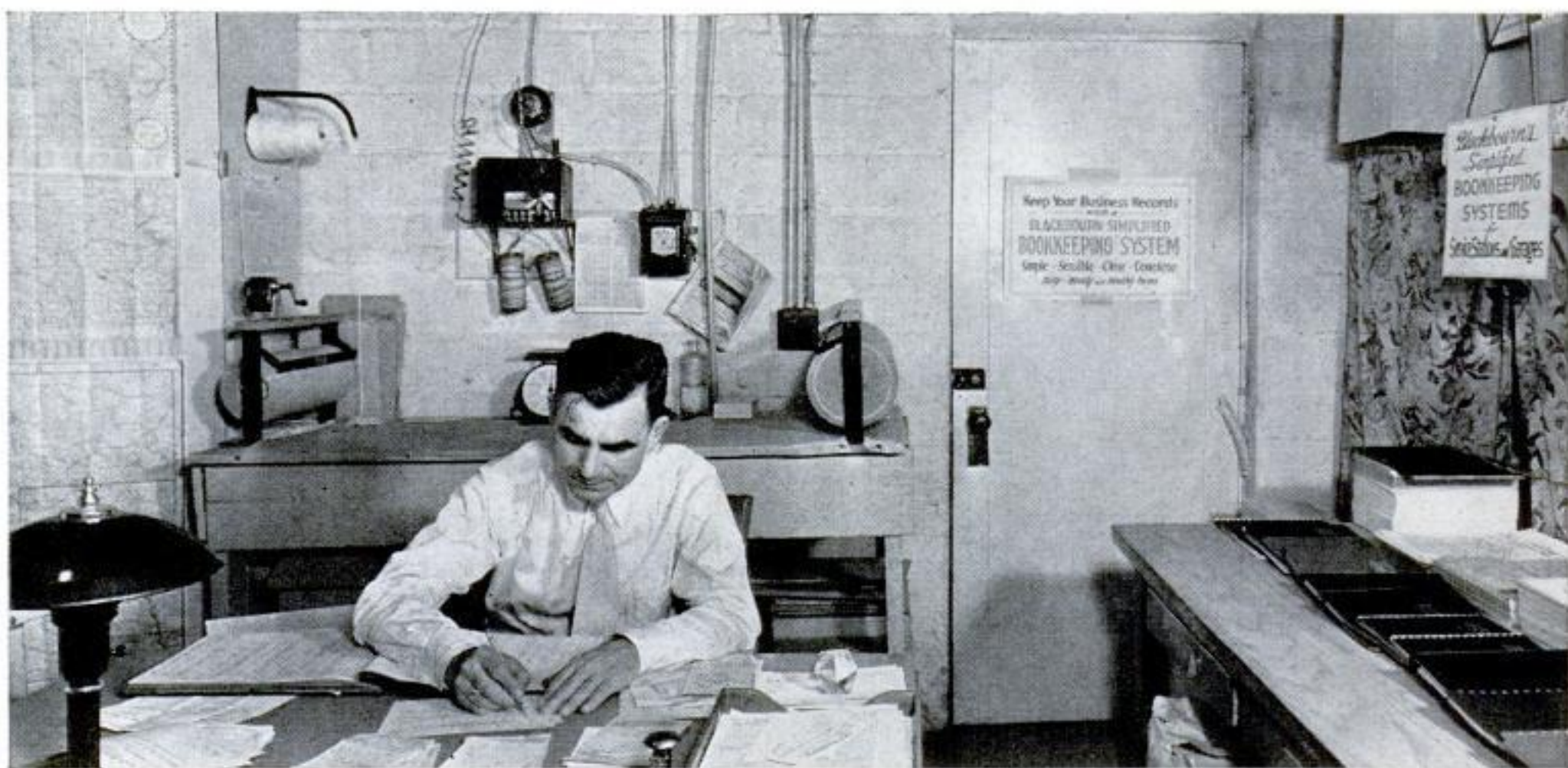
There is a special problem in designing a home for Albert R. Blackbourn & family of Minneapolis. Mr. Blackbourn, 45, is a publisher of business-record books and he runs his business, which nets him about \$5,000 a year, from an office in his home (*below*). Otherwise the Blackbourns' problem is that of any other family which has outgrown its house. They bought their present home in woodsy Washburn Park when Betty Jane was only 5 and Bruce only 1. Now Betty Jane is 17 and Bruce 13, but the Blackbourns still

have only three small clothes closets in their whole house and one small bathroom. Other complaints: kitchen stove too near dining room (heat); living room fireplace too near door (draughts).

The Blackbourns own a large lot next to their present house and on it they dream of building a Scotch peasant-type house with four bedrooms, two baths, a library-office for Mr. Blackbourn, a game room in the basement where the children could entertain their friends while father and mother entertain theirs in the living room.



BLACKBOURN FAMILY STEPS OUT FRONT DOOR OF THEIR SIX-ROOM STUCCO AT 5149 LUVERNE AVE.



MR. BLACKBOURN'S PUBLISHING-BUSINESS OFFICE IS IN THE BASEMENT OF HIS HOME



ARCHITECTS FOR THE BLACKBOURNS: WILLS AND WRIGHT

Royal Barry Wills (*left*) was commissioned to design a "traditional" house for the Blackbourns of Minneapolis (*see pp. 58-59*) partly because he is a Bostonian and knows what cold winters are like, partly because he is a businesslike type of architect whose work makes an interesting contrast with that of No. 1 artist-architect, Frank Lloyd Wright. Graduate of M.I.T., Mr. Wills is the best-known New Englander in the residential field.

Frank Lloyd Wright (*right*) of Spring Green, Wis., builder of great buildings and a great name, turned his talents enthusiastically to the design of a "modern" house for the Blackbourns. The house which you see on pages 60-61 is the work of a man who is acknowledged the greatest architect of the 20th Century, hailed as the "Father of Modern Architecture." He calls its style "Usonian," his word for "of the United States."



THE SMITHS OF WYNCOTE, PA.: \$10,000-\$12,000

Wyncote, Pa., is one of Philadelphia's richest suburbs and the Davis P. Smiths are solid citizens of it. Mr. Smith's insurance business, founded by his father, former Mayor Thomas B. Smith of Philadelphia, brings him around \$10,000 a year. He owns a good, substantial brick house (*below*) which he bought in 1928 for \$20,000. The Smiths represent the problem of people who are pretty well satisfied with the home they have and need to be convinced of how much better a house they could afford. Their complaints about their pres-

ent house are minor. The side porch is too narrow and screened instead of glassed as they would prefer. Mrs. Smith would like a more modern kitchen with adjoining laundry. The whole family uses the sleeping porch all summer and loves it. But with two boys and a girl growing fast, the Smiths feel crowded in their two bathrooms. (Sarah, the colored maid, has a separate room and bath.) And they would dearly love to have a game room in the basement, with ball pitch. Mr. Smith and the children are baseball enthusiasts.



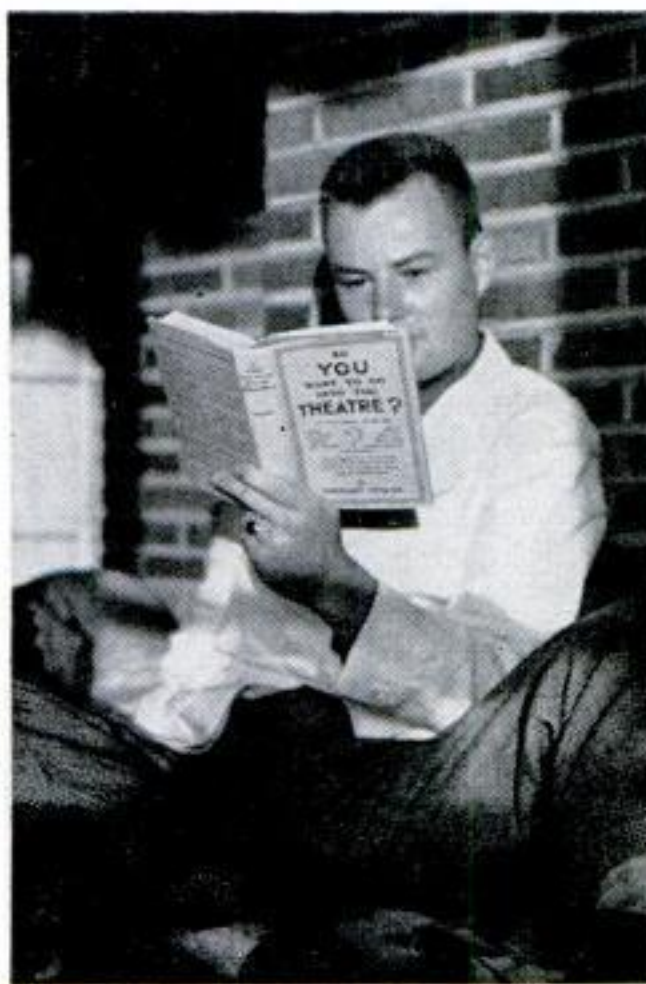
HOUSES IN GRASSY, WOODED WYNCOTE ARE WELL LANDSCAPED. THE SMITH HOUSE IS AT 213 HEWITT ROAD



THOMAS B. SMITH IS 13



RUTH JOY SMITH IS 10



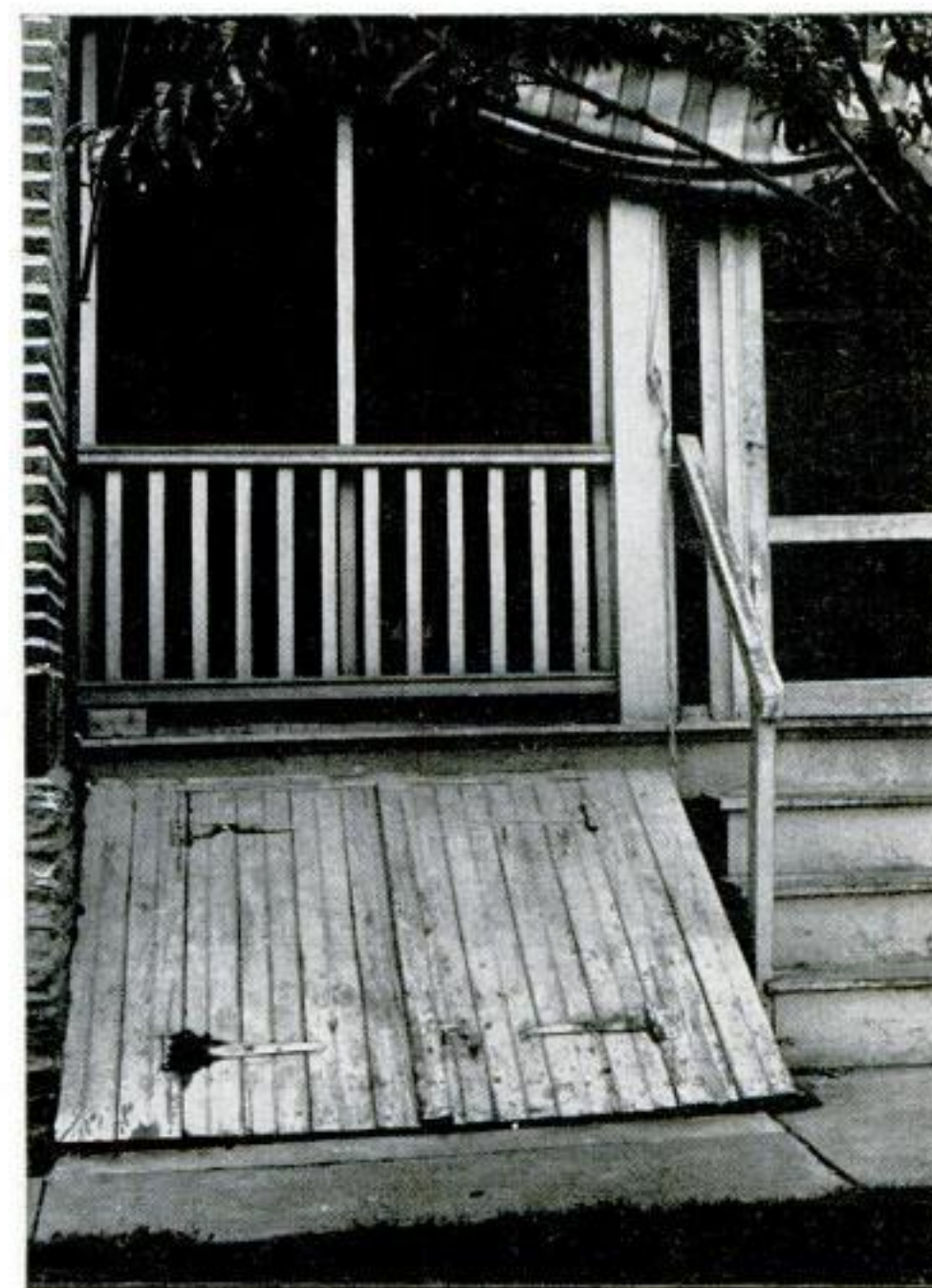
DAVIS P. SMITH JR. IS 17



FATHER PLAYS BALL, MOTHER GARDENS



SMITH FAMILY HAS BALL GAME IN YARD



REAR VIEW OF HOUSE IS LESS HANDSOME

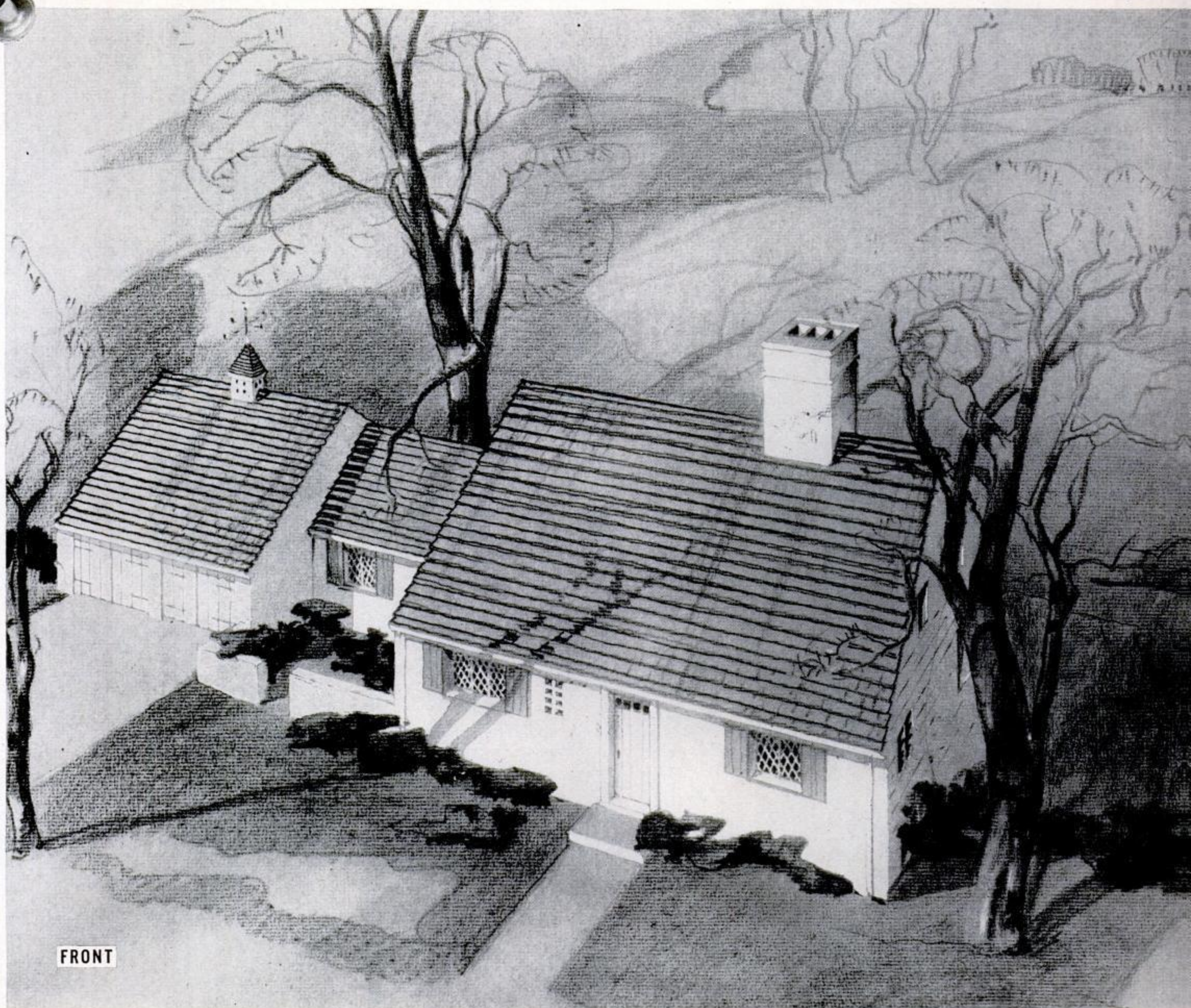
ARCHITECTS FOR THE SMITHS: EMBURY AND HARRISON & FOUILHOUX

Aymar Embury II (*left*) of New York designed a "traditional" house for the Smiths (*see pp. 62-63*) out of an experience of 35 years in creating city houses, country houses and country clubs for well-to-do Americans. Himself a suave socialite, Mr. Embury is a fashionable architect but is not above turning his talented hand to such utilitarian projects as New York's Triborough Bridge, some 70 post offices, many a plebeian beach bathhouse.

Wallace K. Harrison & J. André Fouilhoux (*right*) of New York, designers of the "modern" house for the Smiths (*see pp. 64-65*), are a notably well-matched team of architects. Surprisingly, however, it is Paris-born Mr. Fouilhoux (*left at table*) who is the "practical" man of the team and Worcester, Mass.-born Mr. Harrison (*right*) who is its creative main-spring. They designed the theme center, Trylon & Perisphere of New York World's Fair.



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ROYAL BARRY WILLS PLANS FOR A SLOPE AND A VIEW

The Blackbourns (see p. 56) plan to build on a sloping lot which they now own, next to their present home. The shape and location of that lot, says Architect Wills, "practically dictates the plan of the house which they hope to build." The lot slopes down from the street toward Diamond Lake and a park which is being developed by the city. Hence Mr. Wills has a one-story front to face the street (*above*), giving a cottage effect, and a three-story rear (*right*). Living room, dining room and kitchen are placed in the rear, so that from them the Blackbourns may have a clear view of lake and park. Big casement windows also give the living and dining rooms plenty of sun and air.

Mr. Blackbourn's office is placed in the front of the house, adjoining the living room. The jog formed by the projection of the living room fireplace makes a space for his files. If and when Mr. Blackbourn moves to a downtown of-

fice, the office may become a study and the files be replaced by bookshelves.

Separated from the office by a handy first-floor lavatory is a guest room which could also be used as a maid's room or as an extra living room—welcome to Betty Jane and Bruce when they entertain their friends. On the second floor are three bedrooms, all with view of lake and park. In the bathroom, Mr. Wills has thoughtfully placed a cabinet for the Blackbourns' sun lamp. There are plenty of closets. One in the parents' bedroom could be turned into an extra bathroom later on.

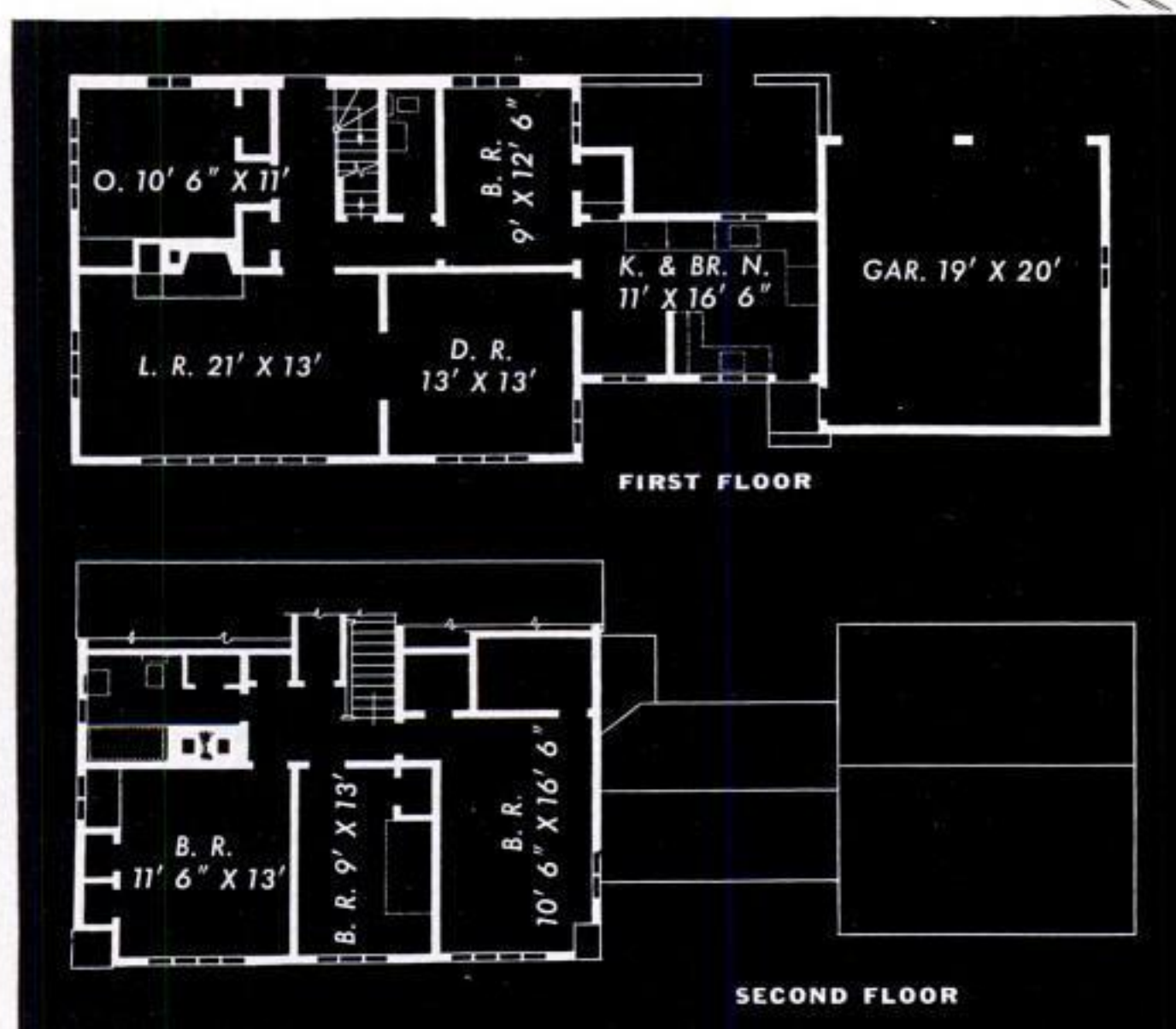
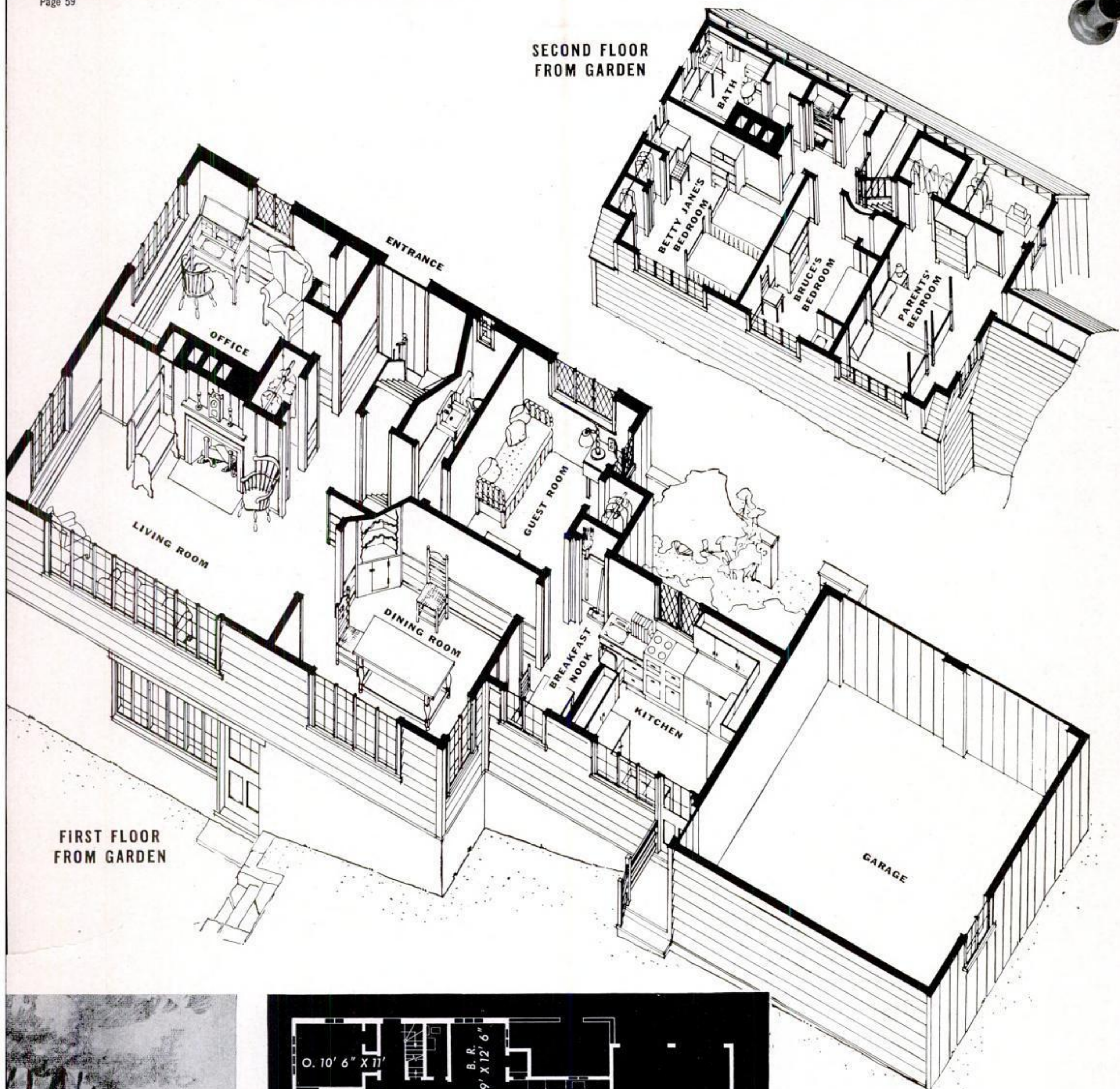
The basement is divided between a laundry and heater and a recreation room with large windows and a door opening onto the grassy terrace in the rear.

The front of the house, Architect Wills directs, should be of whitewashed brick, with white-painted clapboards for sides and rear, green shutters, and roof of shingles weathered natural gray.

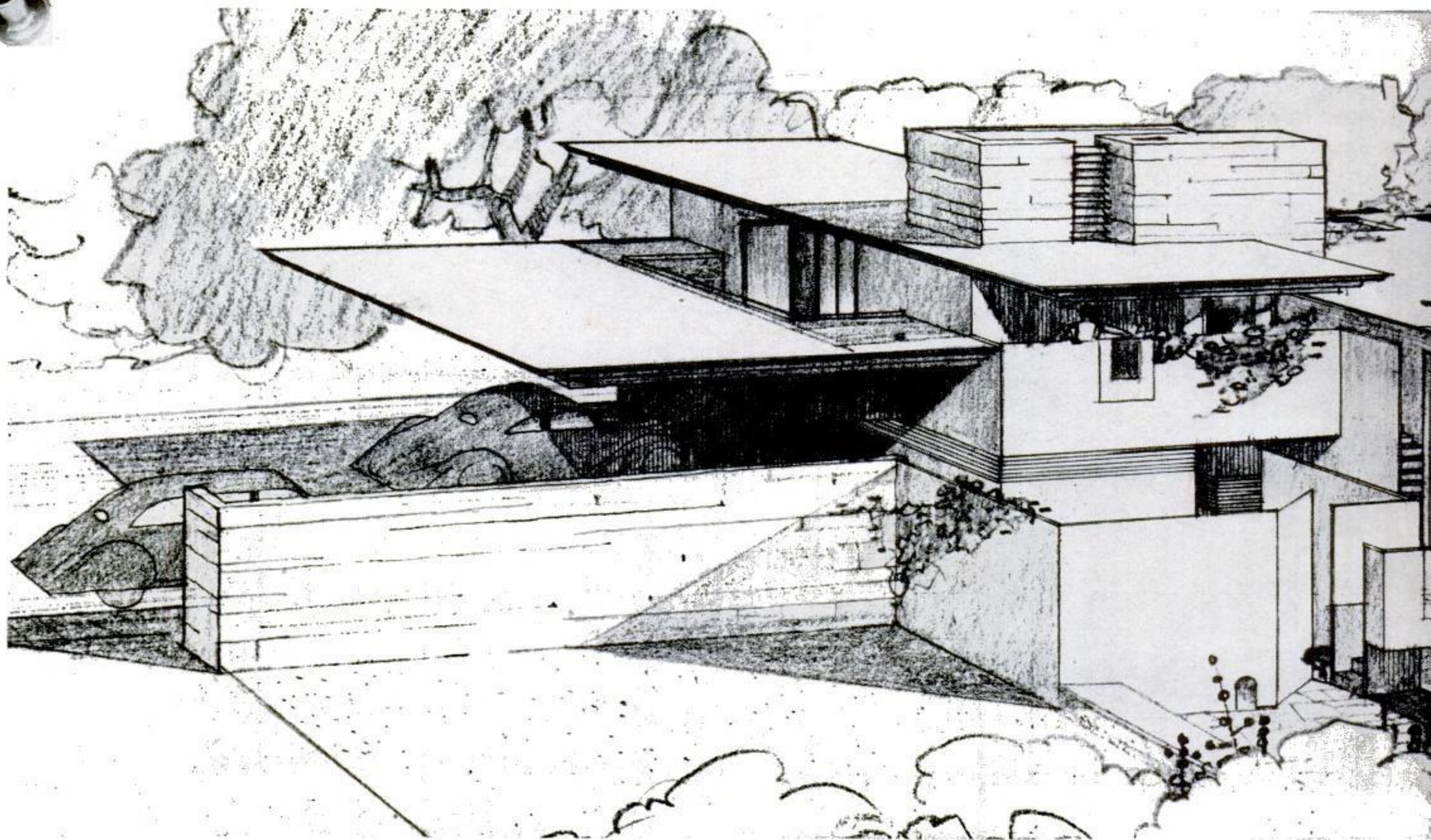


Minneapolis: If you earn \$5,000-\$6,000 you can build one like it

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FRANK LLOYD WRIGHT PLANS A "LITTLE PRIVATE CLUB"

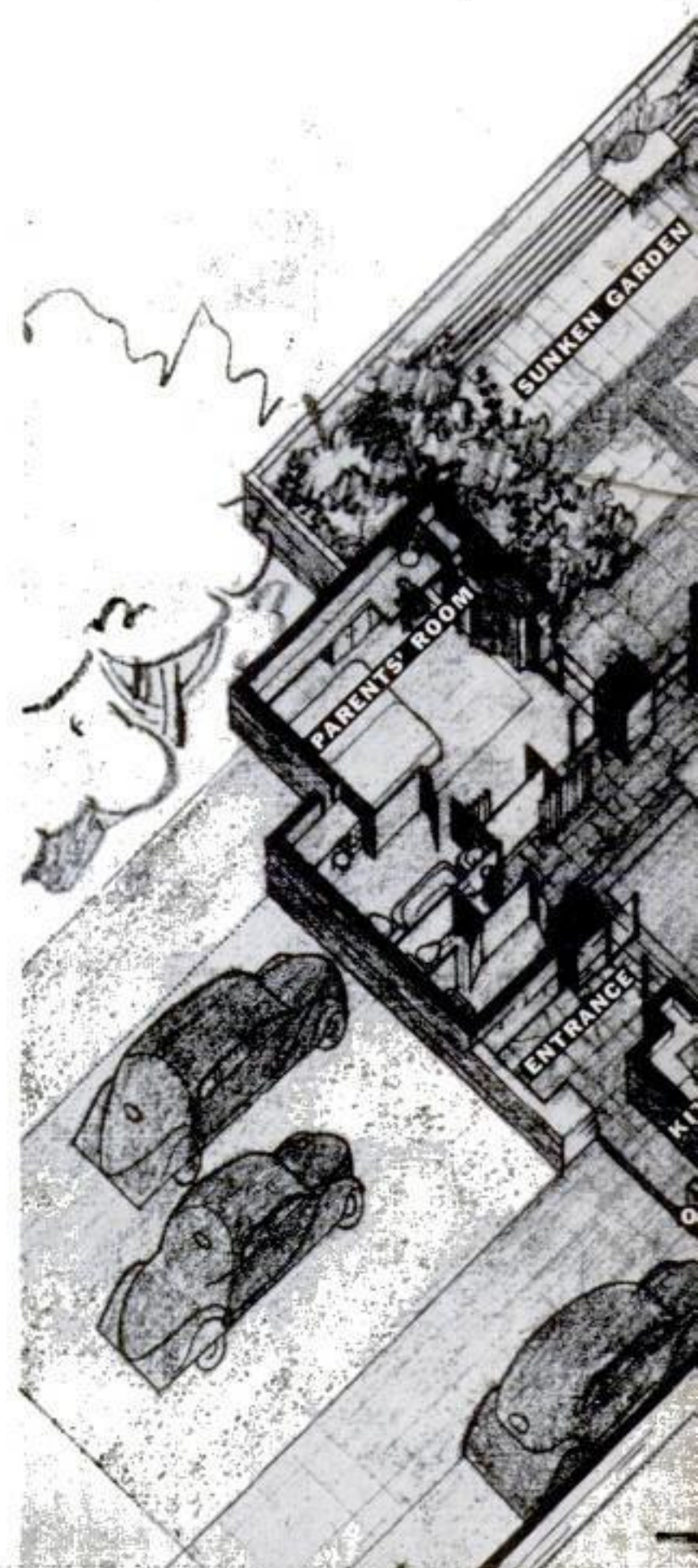
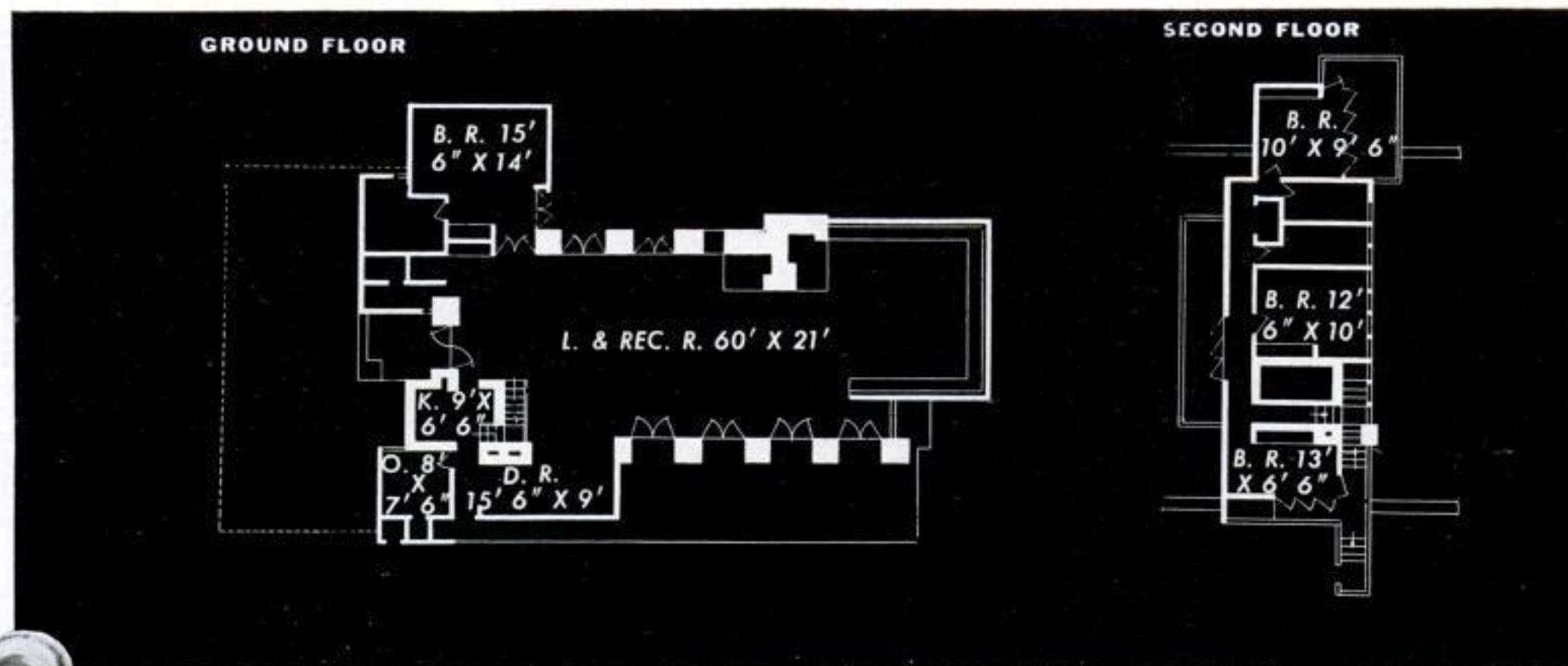
"American (I prefer to say Usonian) family life," writes Frank Lloyd Wright in a letter to the Blackbourns accompanying these plans, "is unlike any other in the world and I think this plan recognizes it for pretty much what it is—a little private club—with special privacies, ultra conveniences and style all the while."

Mr. Wright warns the Blackbourns at the outset not to be alarmed because this house looks too open for their Northwestern climate. Plenty of heat is provided, he explains, by building the house on a paved concrete mat with steam pipes in the gravel filling underneath.

The most striking club-like note on the outside of the Wright-Blackbourn house is the swimming pool. (Cost might make it necessary to substitute a sunken garden.) Inside, the club idea is carried out in

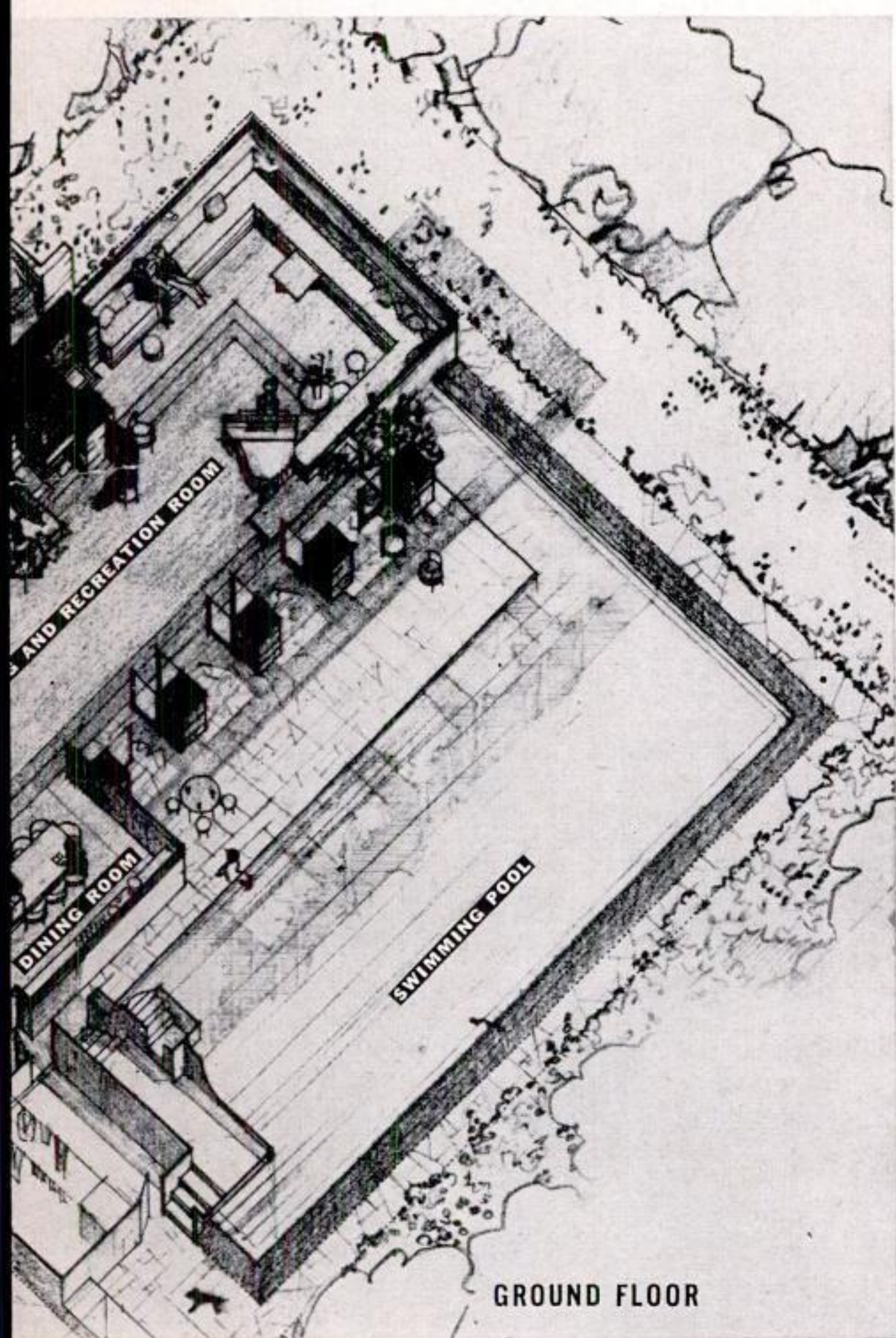
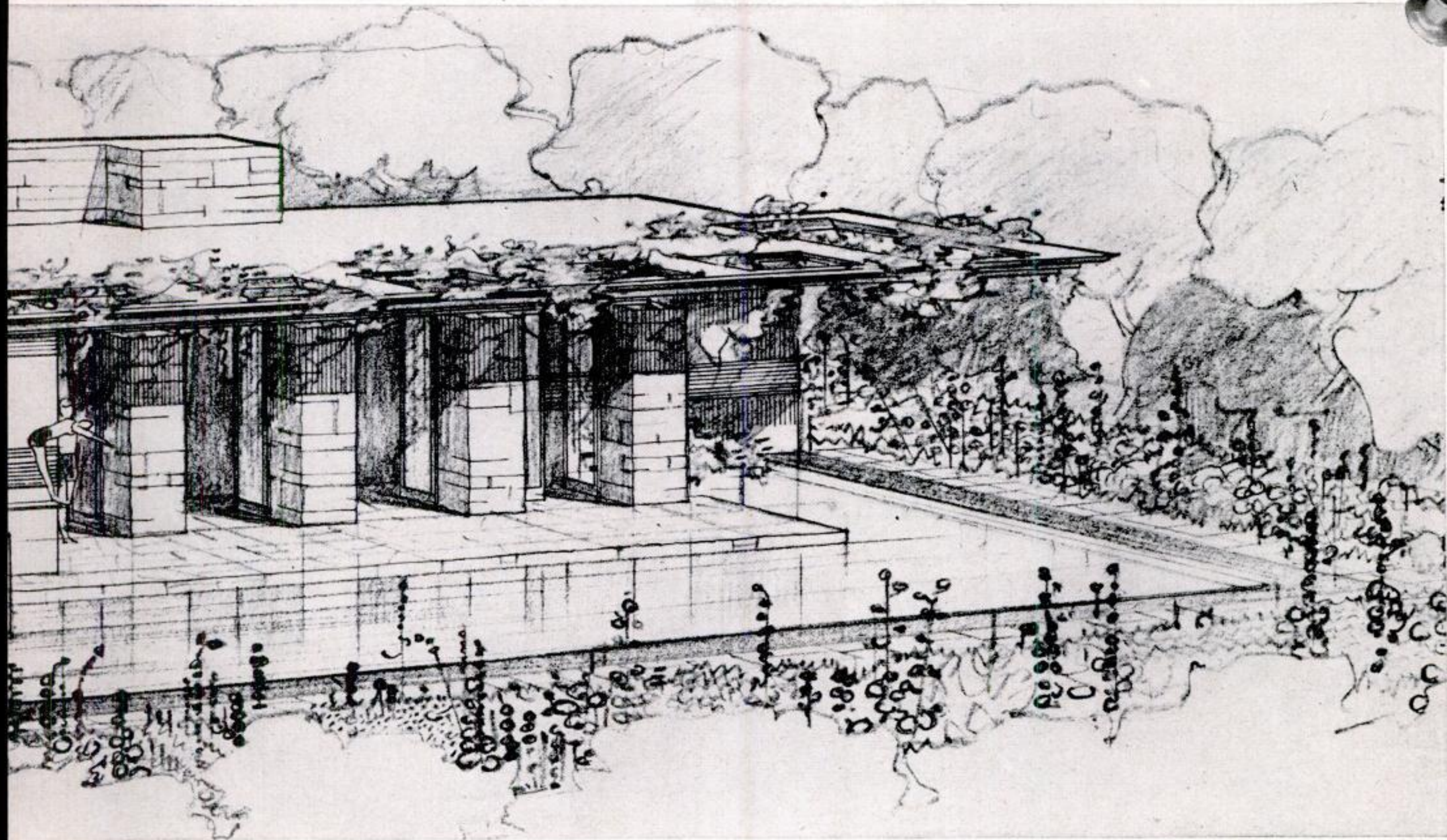
a long combined living & recreation room. Note the L-shaped double fireplace. By means of folding screens, the dining and ground-floor sleeping spaces can be thrown into the living-recreation room and the whole space, treated as a kind of enclosed patio, can be thrown open to the outdoors. "Space," says Mr. Wright, "is characteristic of this free pattern for a freer life than you could possibly live in the conventional house."

For privacy, Mr. and Mrs. Blackbourn may close off their ground-floor bedroom, leaving it open to the garden, and Betty Jane and Bruce may retreat to their bedrooms at either end of the second floor, which are separated by a guest room in the middle. Mr. Wright has thoughtfully placed Mr. Blackbourn's office next to the kitchen so that Mrs. Blackbourn can answer the telephone for him when he is away from home.

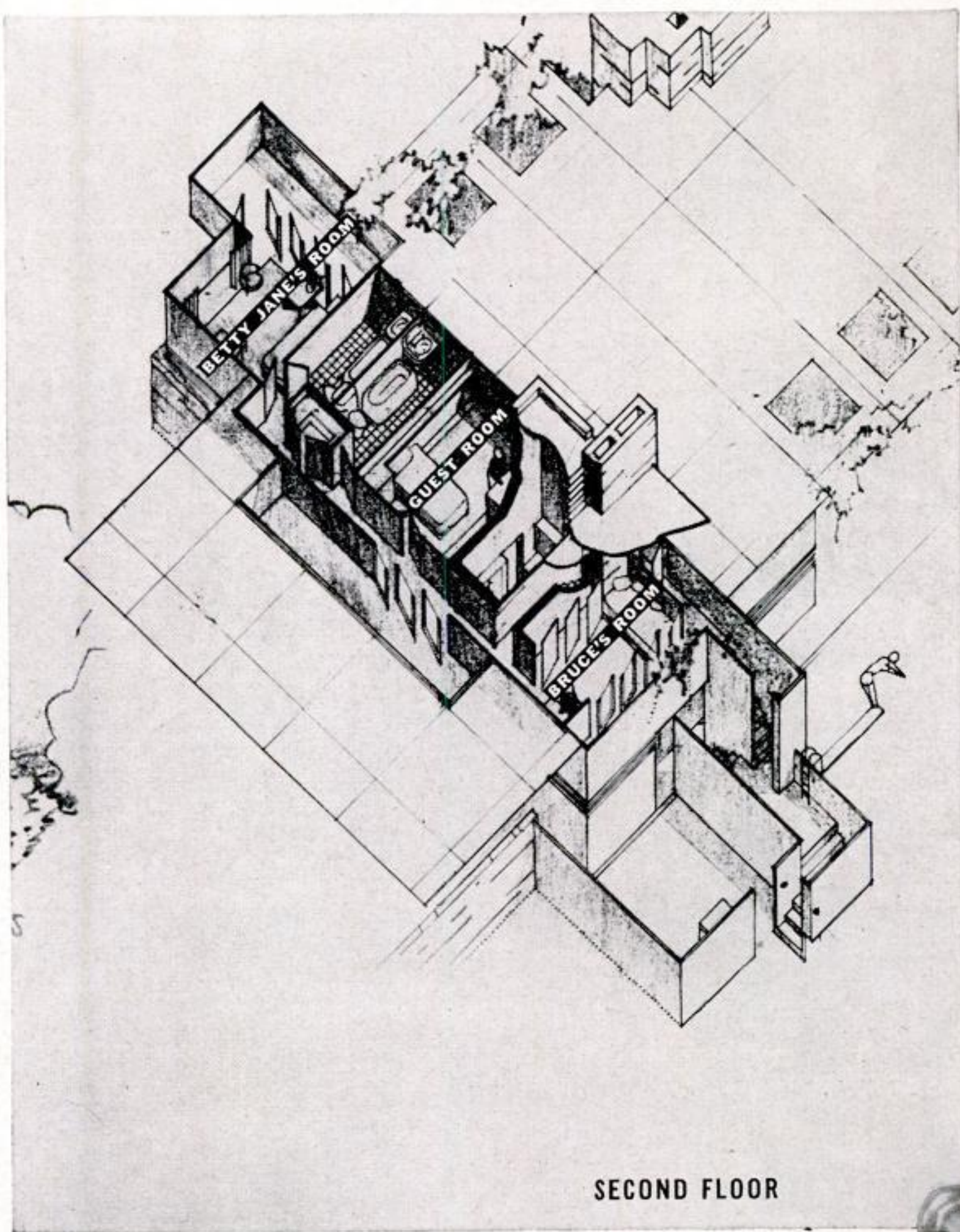


Minneapolis: If you earn \$5,000-\$6,000 you can build one like it

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GROUND FLOOR



SECOND FLOOR

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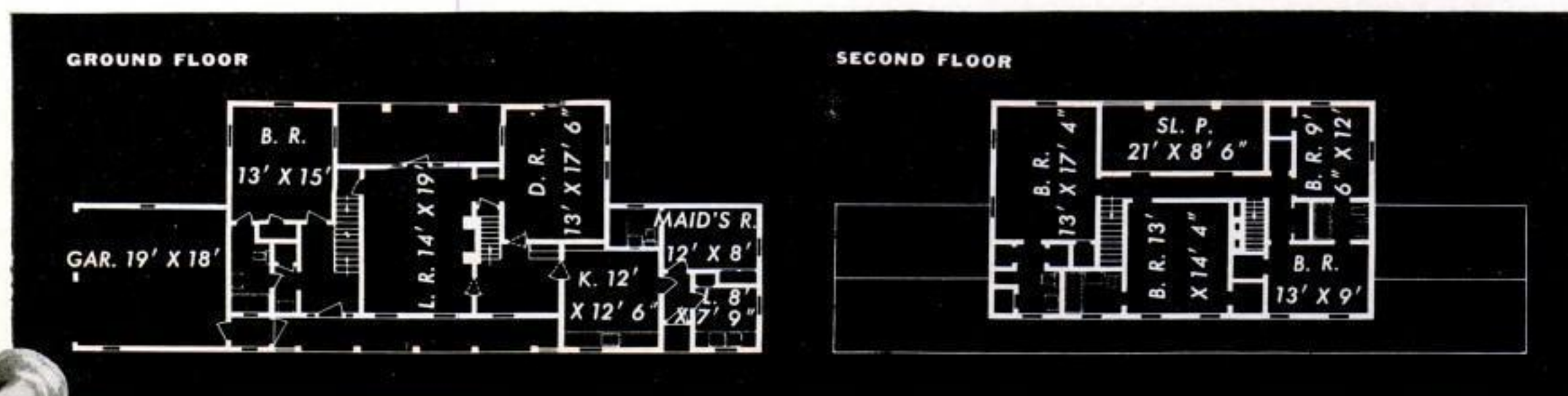
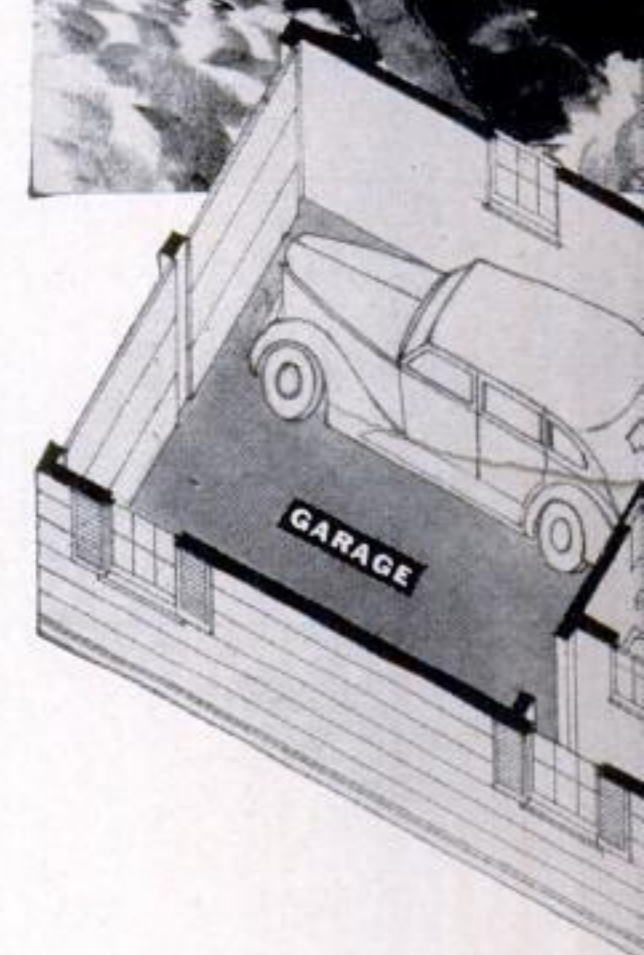
AYMAR EMBURY'S DESIGN HAS SPACIOUS DIGNITY

For the Davis P. Smiths of suburban Wyncote, Pa. (see p. 57), Architect Embury has designed a formal, Colonial-type house whose air of spaciousness and dignity and comfortable homeyness would make it acceptable in any of America's well-to-do suburbs or smaller cities. You visualize it at once as a big white house set well back from the street on a well-kept lawn. Mr. Embury directs that it be painted white, with soft-brown roof and bottle-green blinds.

Main feature of the ground floor is a living room in the middle of the house, running straight through from front to back with a porch at either end. The service wing, with maid's room & bath, is well isolated from the rest of the house. The guest room is conveniently placed on the first floor, so that it may be used as library or sickroom or party coatroom

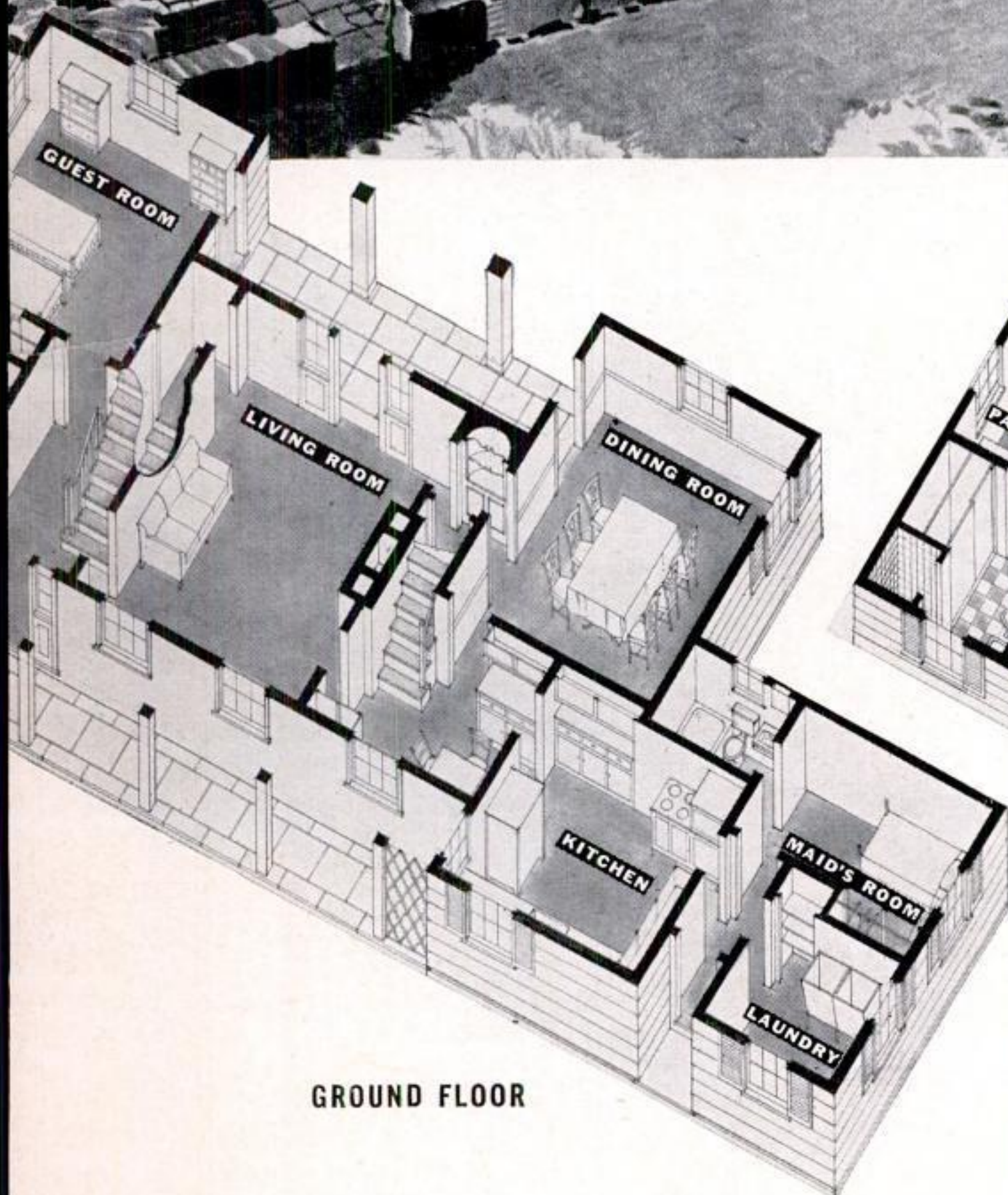
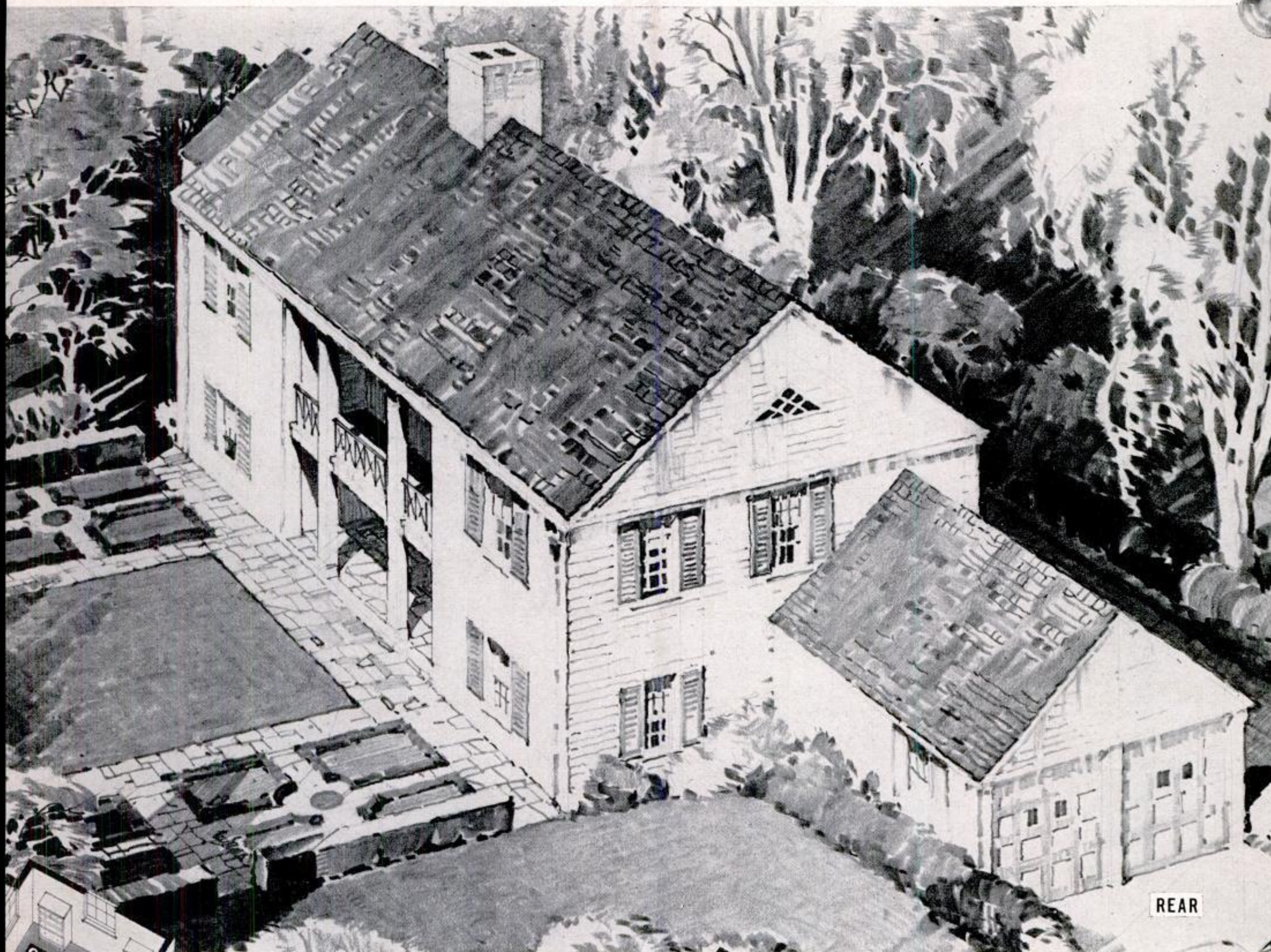
when it is not occupied by guests. The architect has given the Smiths the back stairway they want, reached from the combination pantry & breakfast room, and there is a stairway to the cellar where this athletic family can have its recreation room. Mr. Embury's only regret is that Sarah, the maid, must cross the living room to answer the front doorbell.

On the second floor the architect took cognizance of the fact that the Smiths love their sleeping porch. Hence for economy's sake, he has reduced the four family bedrooms to what he calls "comfortable dressing rooms," though leaving them big enough for sleeping when extreme cold drives the family indoors. As the Smiths wished, there are three baths on the second floor, in addition to the guest bath downstairs.

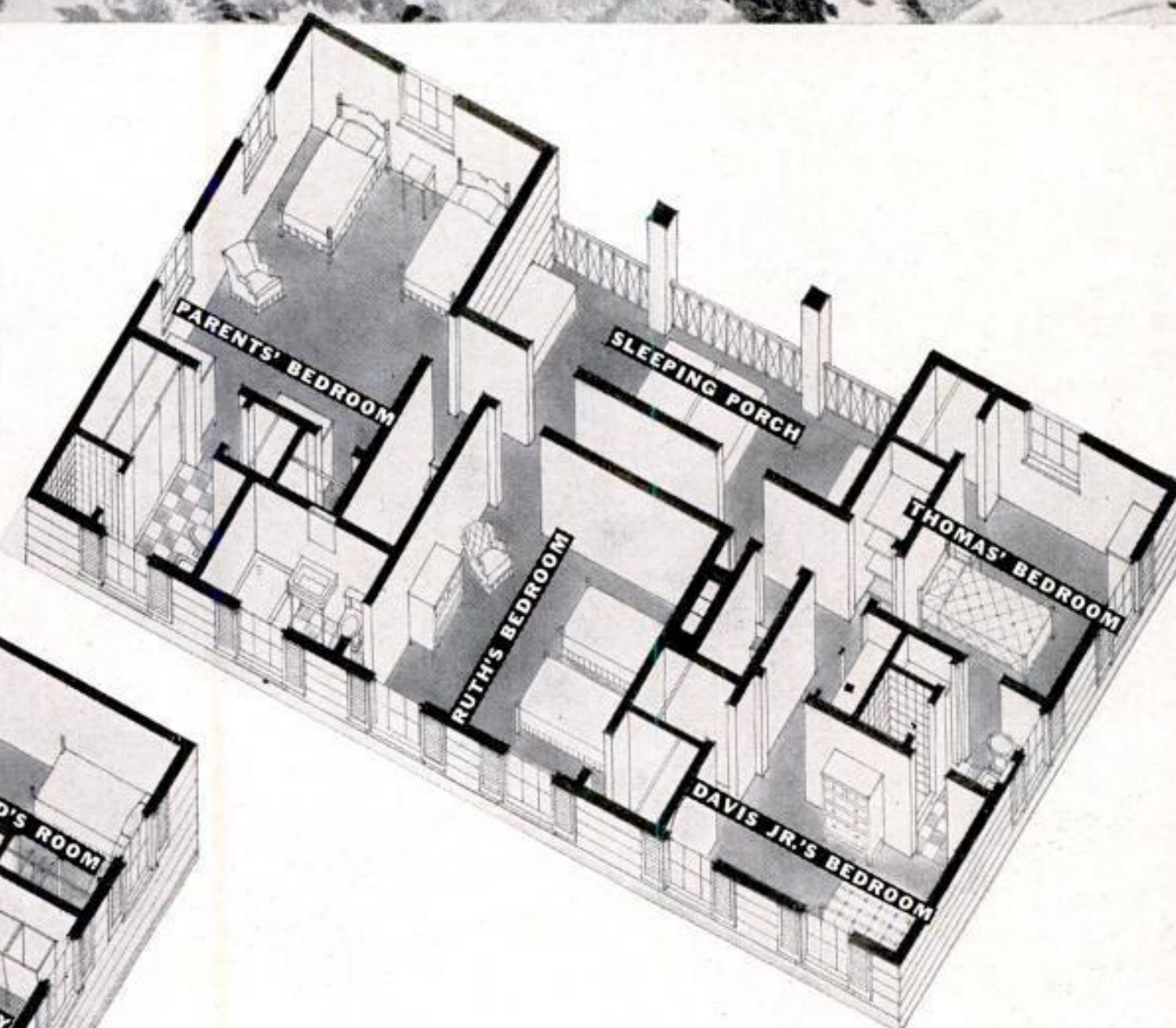


a.: If you earn \$10,000-\$12,000 you can build one like it

Page 63



GROUND FLOOR



SECOND FLOOR

CONTINUED ON NEXT PAGE

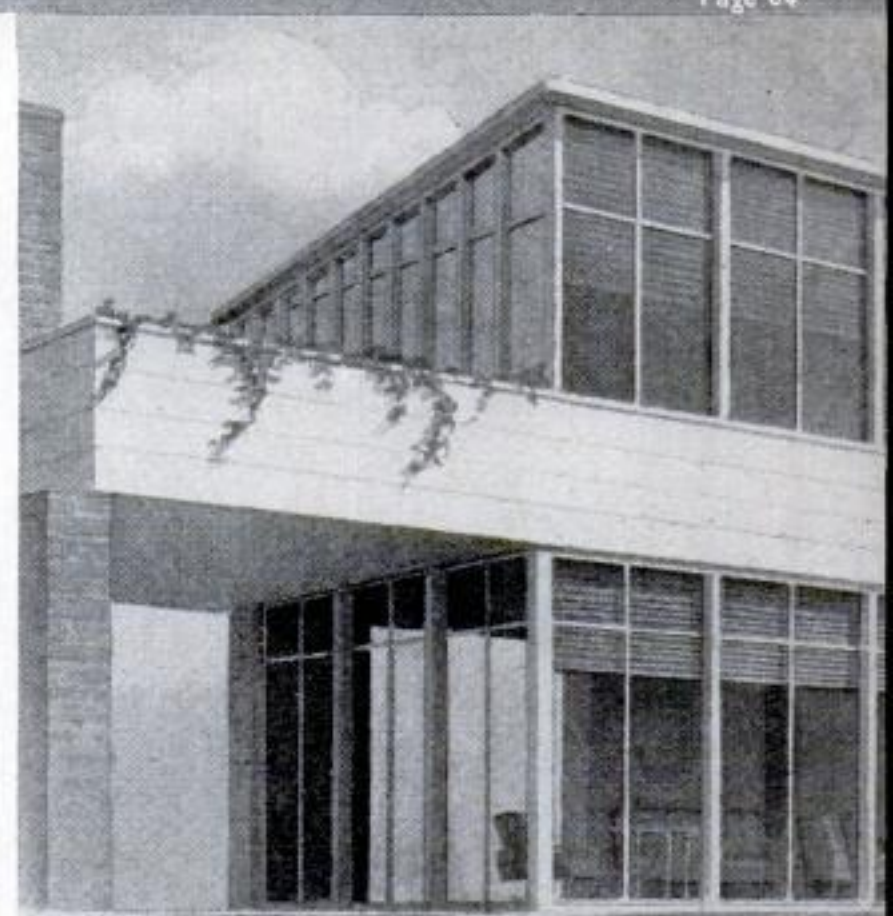
HARRISON & FOUILHOX HOUSE HAS SUN, AIR, FREEDOM

At first glance the house designed by Wallace Harrison & André Fouilhoux for the Smiths of Wyncote, Pa., is likely to startle most beholders, including the Smiths. In the sketch at right, the expanse of glass covering what looks like the front of the house would seem to make for a shocking lack of privacy. Actually, however, this is the rear of the house, facing on a high-walled, strictly private garden. Realizing that, the front of the house, as seen below, then seems unusually close to the street. This is so, but the architects have again provided privacy by a wall. They placed the house thus on the lot in order to give the outdoor-loving Smiths adequate space for play and gardening.

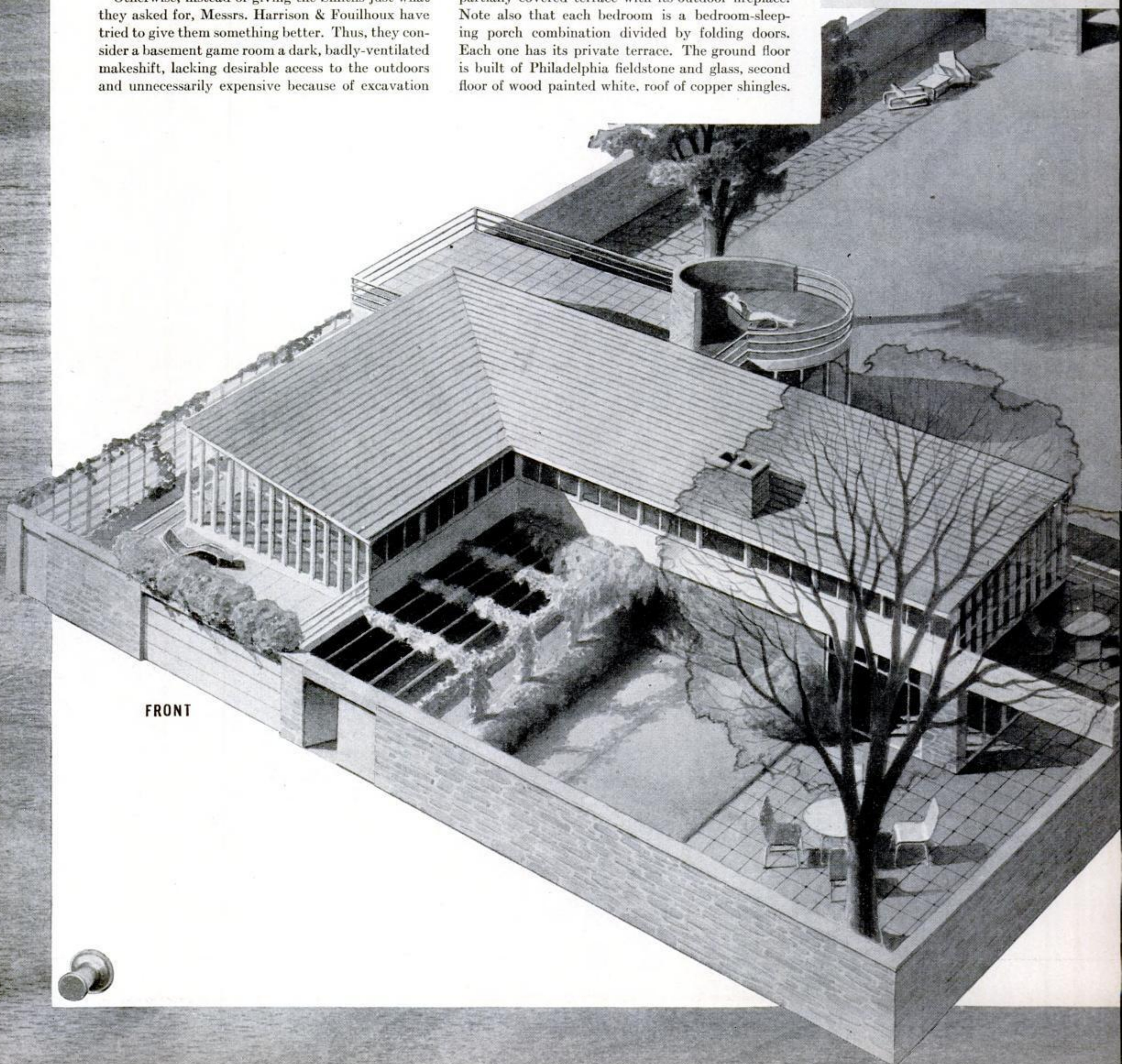
Otherwise, instead of giving the Smiths just what they asked for, Messrs. Harrison & Fouilhoux have tried to give them something better. Thus, they consider a basement game room a dark, badly-ventilated makeshift, lacking desirable access to the outdoors and unnecessarily expensive because of excavation

costs. They have given the Smiths a light, airy game room on the ground floor adjoining the kitchen. As for the sun porch which the Smiths wanted, they say this is needed only in a house whose rooms are deficient in sunlight. Their glass walls make nearly every room a virtual sun porch. Nor are bay windows needed in a well-glassed house—though this house's turret-shaped dining room suggests a bay.

Keynotes of this house for the Smiths are: 1) space for the family to be together or to escape from each other; 2) space for outdoor living. The Smiths may keep together in living room or game room, or, grown-ups and children may separate and leave each other undisturbed. Note the abundance of sun deck, and partially covered terrace with its outdoor fireplace. Note also that each bedroom is a bedroom-sleeping porch combination divided by folding doors. Each one has its private terrace. The ground floor is built of Philadelphia fieldstone and glass, second floor of wood painted white, roof of copper shingles.



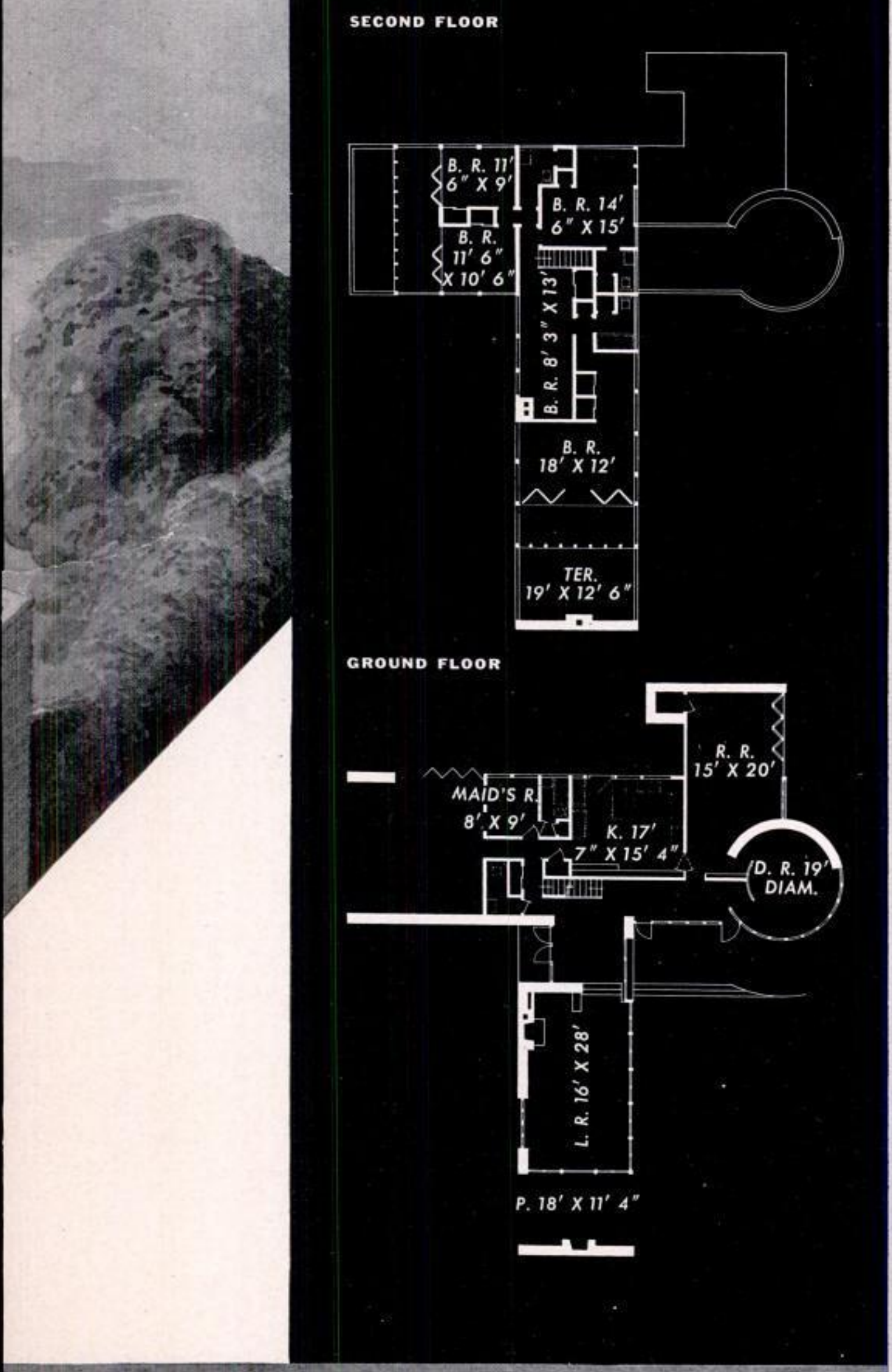
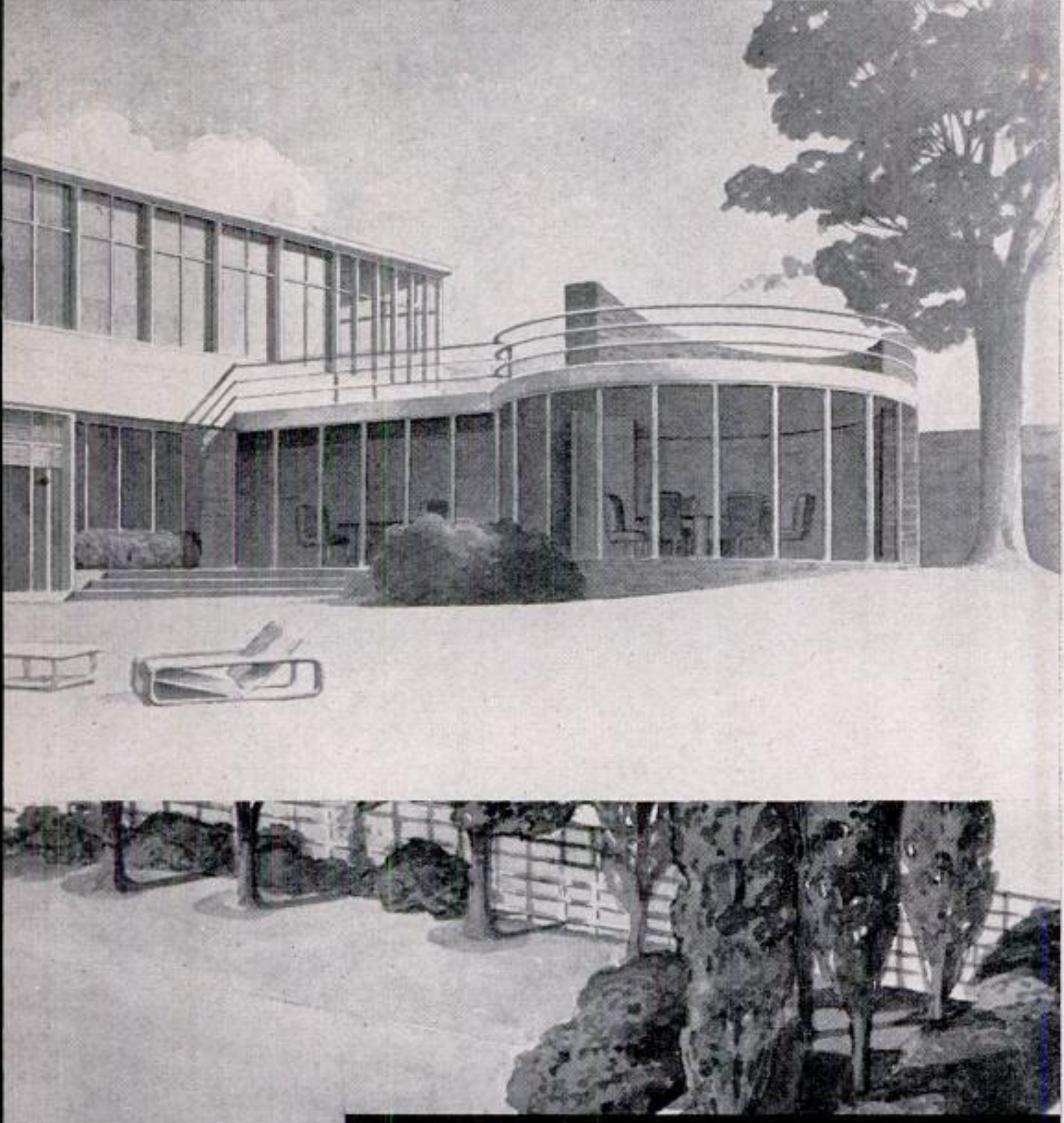
REAR



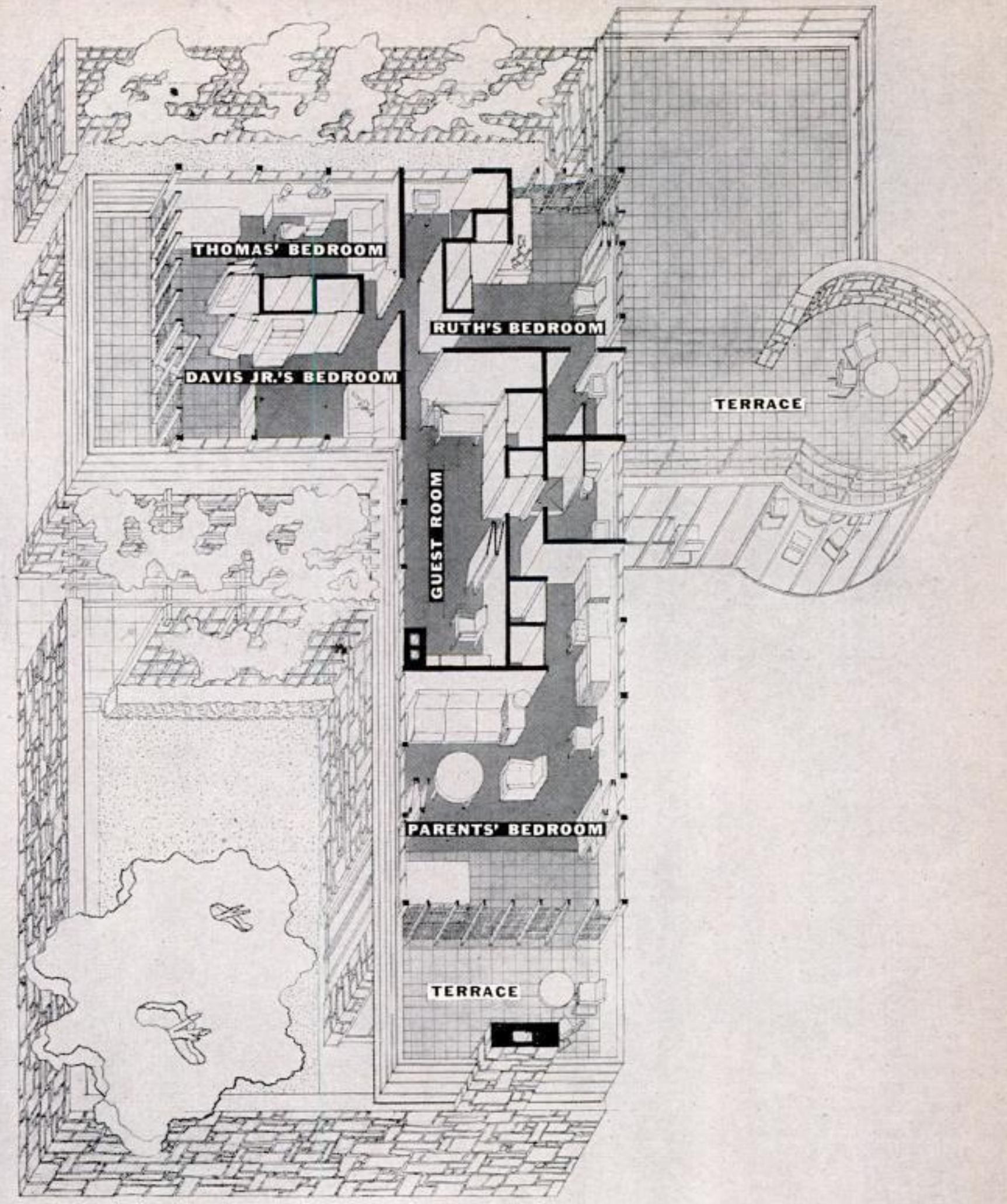
FRONT

10,000-\$12,000 you can build it

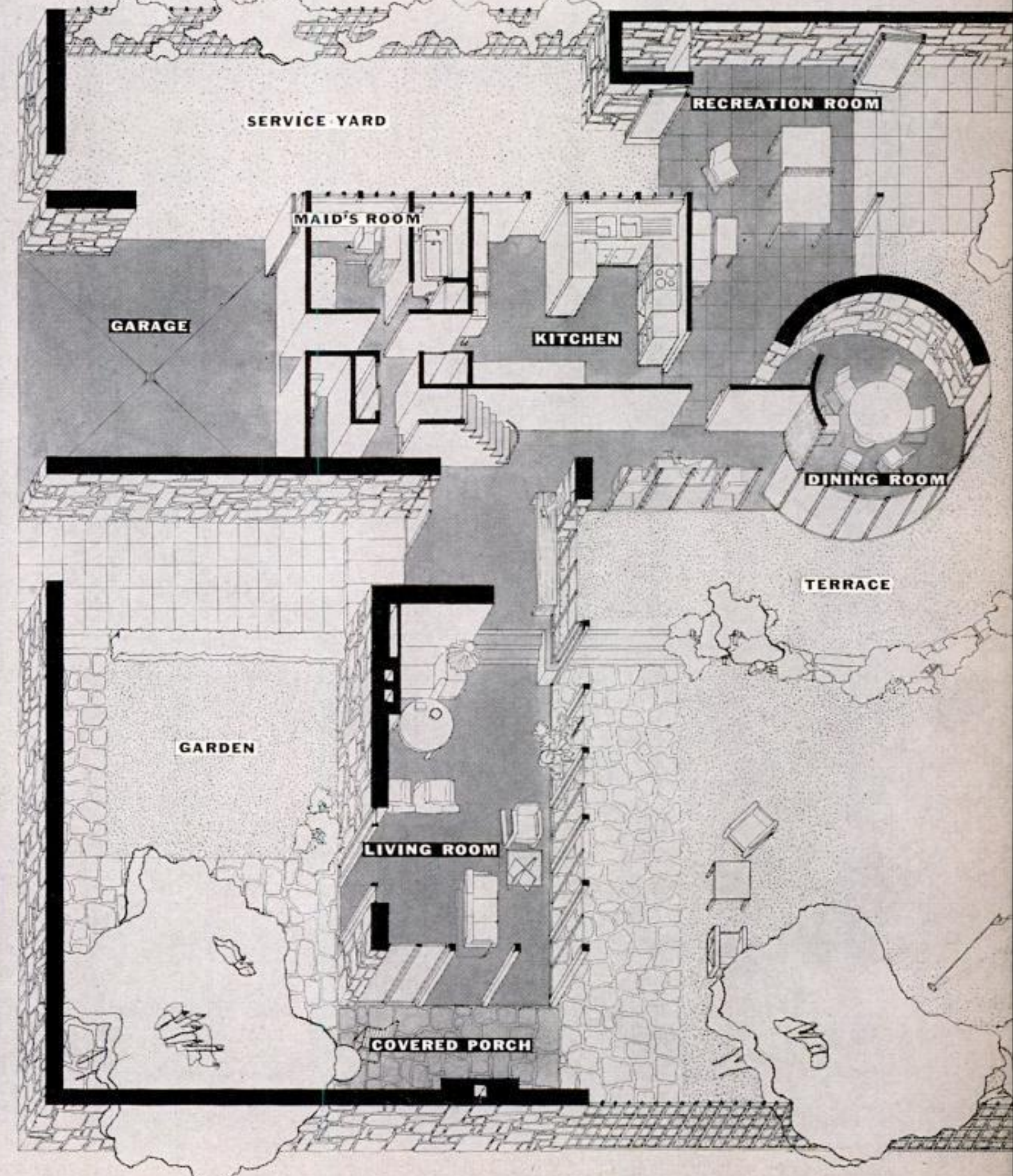
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SECOND FLOOR

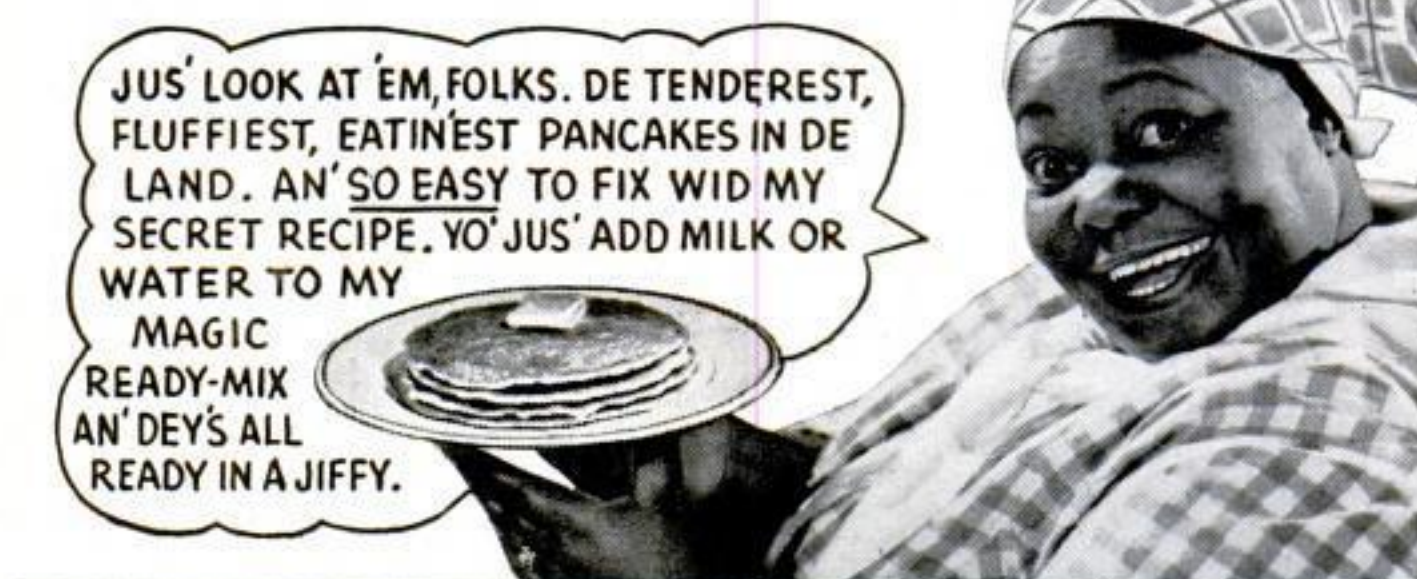


GROUND FLOOR



CONTINUED ON NEXT PAGE

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FACTS ABOUT FINANCING A HOUSE

and news of LIFE houses now a-building

The first step to take in getting money to build or buy a house is to go to a local building and loan association, bank, insurance agency or other lending institution and apply for a loan. Contrary to popular impression, the Government through its Federal Housing Administration does not lend money for housebuilding. FHA simply insures mortgage loans made by private institutions. Its purpose is to stimulate building by getting lenders to lend on easier terms than they otherwise would. It will insure loans not only for building, but also for buying houses already built. Its chief requirements are: 1) that the lot be located in a reasonably desirable residential neighborhood; 2) that the house be of good design and sound construction; 3) that the borrower be likely to be able to pay off the loan.

How much will it cost? In deciding how expensive a house you should build or buy, the general rule is to pay from two to two-and-one-half times your annual income. LIFE's houses have been assigned to the various income groups on this basis. But as previously noted in this article, you cannot possibly know how much any particular house you want to build will cost, or how much house you can get for your money, until you consult a local architect or builder. Because costs are determined largely by labor conditions, distance from material-production centers and other local factors, the same house which you could have built for \$5,430 in Raleigh, N.C., in June, 1938 would have cost you \$5,616 in New Haven, Conn., \$5,840 in Oklahoma City, \$6,023 in Boston, \$6,068 in Birmingham, \$6,464 in Denver and \$6,935 in Chicago. Baltimore and Cumberland, Md., are only 110 miles apart, but you could have built this house in Baltimore for \$4,983 while in Cumberland it would have cost you \$5,535.

To get a mortgage loan, whether or not it is insured by FHA, you must make a down payment of 10% or more of the cost of house and lot. If you already own a lot, this may cover part or all of the down payment. You pay off the loan like rent, in monthly sums which include interest and payment on principal. Following is a table showing minimum down payments and monthly payments (taxes and insurance not included) on 20-year, FHA-insured mortgage loans for houses & lots valued at \$4,000 to \$20,000. Usually, though not always, in the case of uninsured loans, down payments must be larger and less time is given to pay.

FHA-INSURED MORTGAGES

VALUE OF HOUSE & LOT	DOWN PAYMENT	MONTHLY PAYMENT
\$4,000	\$ 400	\$24.19
5,000	500	32.26
6,000	600	36.29
7,000	800	42.41
8,000	1,000	47.88
9,000	1,200	53.35
10,000	1,400	58.82
15,000	2,500	85.50
20,000	4,000	109.44

LIFE Boomlet. On the preceding pages you saw LIFE's houses in the form of their architects' sketches and plans. Soon you may see them in actual wood and brick and glass, not only built but completely furnished. Pre-publication announcement of this article touched off a housing boomlet across the land. Department stores and builders, authorized to use LIFE's plans, are co-operating in the construction and furnishing of one or more LIFE houses. The list follows, arranged by city, name of store, name of builder and location of houses.

PITTSBURGH, PA.: Kaufmann's, Barone & Lind, Baldwin Manor (three or more houses). **NEW YORK, N.Y.:** John Wanamaker, Harmon National Real Estate Corp., Harmon's Harbor Green at Massapequa, L.I. **RICHMOND, VA.:** Thalhimer's, Matt P. Will, Glenburnie. **PATERSON, N.J.:** Quackenbush's, Reliable Home Construction Co. (Arthur R. Storm Inc., Managing Agent), Teaneck, N.J. **WASHINGTON, D.C.:** Lansburgh's at 7th, 8th & E Sts. N.W., Cafritz Construction Co. **SAN DIEGO, CALIF.:** Whitney & Co., B. M. Torgerson. **BALTIMORE, MD.:** The May Co., Property Sales Co., Greenwood. **LOS ANGELES, CALIF.:** The May Co., Gordon J. Rogers, Leimert Park. **CHICAGO, ILL.:** Carson Pirie Scott & Co., William Joern & Sons, at Edgewood Park, La Grange, Ill., on property owned by the Harmon National Realty Trust. **WHITE PLAINS, N.Y.:** County Homes Inc., Fulton Park. **SAN FRANCISCO, CALIF.:** The Emporium. Advertisements in local newspapers will tell when and where these houses will be ready for inspection.

DO YOU LIKE THE "MODERN" HOUSE?

LIFE readers are invited to cast votes

To help settle the urgent building question of how well Americans like "modern" houses, LIFE invites you to check over below the two houses in your income group and drop a card to its editorial offices telling which one you prefer. You need not sign your name. Please tell how old you are, whether you seriously plan to acquire a new house before the end of 1939, and if so whether you intend to buy or build. LIFE will report the results.

The Koch-Ramsey "Traditional" house for \$2,000-\$3,000 incomes features old-time Southern charm plus an efficient division of the house with sleeping quarters in one wing, service quarters in another, the living room between. It has three bedrooms, bath, plenty of closets.



The Stone-Ramsey "modern" house for \$2,000-\$3,000 incomes is a super-efficient machine for living, with no halls, not an inch of waste space. All service units are grouped in the center of the house, lit and ventilated through the roof. One wall of living room is glass.



The Kelley-Calvert "traditional" house for \$3,000-\$4,000 incomes is designed in a romantic blend of Spanish and American Colonial styles created by early California settlers. The floor plan is extremely compact and economical, and each room has a pleasant garden outlook.



The Wurster-Calvert "modern" house for \$3,000-\$4,000 incomes is a graceful, practical house especially suited to mild climates. It is built around a central patio, designed to receive maximum sunlight, and every room has two or three exposures to outdoor light and air.



The Wills-Blackbourn "traditional" house for \$5,000-\$6,000 incomes, designed for a slope, gets a cozy cottage effect from its one-story front but has plenty of room because of its three-story rear. Main rooms are in rear. Big windows give fine view of lake and park.



The Wright-Blackbourn "modern" house for \$5,000-\$6,000 incomes is a "little private club." By combining living and recreation rooms, with folding screens for other rooms, it provides "space for a freer life than you could possibly live in the conventional house."



The Embury-Smith "traditional" house for \$10,000-\$12,000 incomes has an air of spacious dignity and comfortable homeliness which would make it an harmonious addition to any suburban or small-city scene. The living room extends from front to back of house.



The Harrison & Fouilhoux-Smith "modern" house for \$10,000-\$12,000 incomes features an expanse of glass in the rear, facing garden, which makes nearly every room a virtual sun porch. Privacy is provided by a wall. Recreation room is on the ground floor, light and airy.



THIS BOOK HELPS TAKE THE MYSTERY OUT OF HOME PLANNING



Redwood is a favored wood among authorities on home construction when they build for themselves. Above, exterior of home of Robt. M. Brown, architect, Chestnut Hill, Pa. Below, the beautifully figured grain, satin-like finish and light color of Redwood add charm and interest to the interior.



If you want proof that Redwood resists wear, weather and warping in home construction just look at these huge Redwood tanks used in handling corrosive sour oils in the Texas fields... an exacting test of durability. This same durability plus beauty and economy make Redwood ideal for home building, too.

HERE'S a new, understandable book, especially written to make home planning easier. It is issued by the California Redwood Association to help you plan the style and appearance of the outside of your home—no matter what type or what price home you plan to build, or remodel.

It explains eight vital factors in sound building practice as followed by architect and reliable contractors. It simplifies planning, answers your questions on how to get the most for your money in exterior construction—in beauty, architectural style, permanence, wear and weather resistance. An hour or two with this book shows how to add important values to your home, including higher resale value.

It pictures forty charming, livable homes of 5, 6, 7 and 8 rooms, covering a wide cost range, adapted to every geographical region.

The outside of your home is the side the world sees. Build of Redwood and you can be proud of it forever. For Redwood is unsurpassed in beauty, durability, economy and "stay put" qualities for exteriors and for many interior uses.

Mail coupon below and 10¢ for the book. We will send, free, an 8 page Plot Plan Portfolio showing landscape adaptations to various architectural designs, including ideas for gates, fences and "outdoor living rooms."



Redwood beauty is ageless. In foreground, a delightful Redwood home at Monterey, Calif., designed by W. W. Wurster, A. I. A. It overlooks ancient Mission San Carlos, whose stout-hearted Redwood timbers, installed 168 years ago, are still sound.



The Redwood exterior of this beautifully designed Colonial assures economy in first cost, long life and low maintenance. It saves up to 40% in repaint cost. Its insulating value is up to 8 times as great as non-cellular material.

California Redwood Association
San Francisco



MAIL THIS COUPON TODAY!

CALIFORNIA REDWOOD ASSOCIATION, San Francisco

Please send me literature checked:

☐ "Styling Your Home"—price 10¢; ☐ Plot Plan Portfolio—free.

Name _____

Address _____

City _____



OLD WESTBURY IS POLO CHAMPION

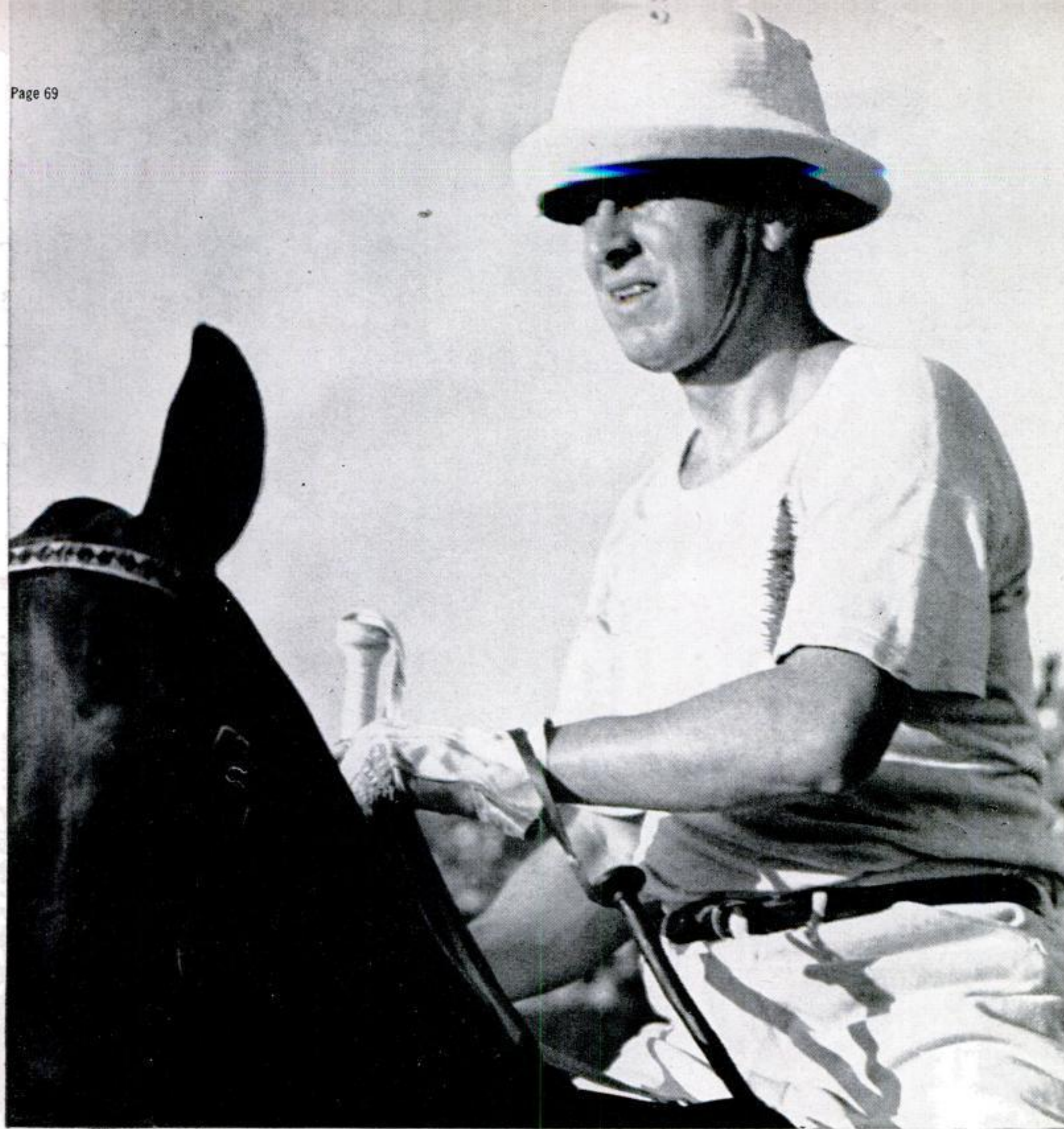
Staring into the sun from a seat on the east, or unfashionable, side of Long Island's International Field, the spectator at left is watching America's greatest polo team, on Sept. 11, win the National Open championship for the second successive year. He saw tense action (above), as the Old Westbury team (dark shirts) of "Sonny" Whitney, "Stew" Iglehart, Cecil Smith and "Mike" Phipps, began to break up the attack of Tommy Hitchcock's Greentree team. Starting slowly, Old Westbury attacked with such daring horsemanship that not even Hitchcock's smashing hits could bottle them up. They moved with long, fast drives and smooth teamwork, piled goal on goal, won the game and the championship 16-7.



FASHIONABLE SIDE OF THE FIELD IS THE WEST, WHERE BACKS ARE TO THE SUN



"SONNY" WHITNEY, BLEEDING FROM A Mallet CUT OVER EYE, LEANS ON SIDEBORD



Tommy Hitchcock is the world's greatest polo player

Every weekend this summer thousands of hot-dog munching spectators have crowded the polo centers of Long Island. They paid 50¢ each to see socialites, expensive horses, rough-riding action. But mostly they paid to see Tommy Hitchcock, the world's greatest polo player.

For 17 years, Hitchcock has been at the top in polo. Before that he was a hockey player at St. Paul's School. During the War, though only 18, he was an aviator in France. Once he was wounded, shot down behind Ger-

man lines and taken prisoner, only to escape and limp 100 miles, moving only at night, to the Swiss frontier.

Hitchcock learned to ride when he was 3, first played polo at 14. Today, at 38, he is still the hardest rider and the longest driving player in the game. Under his leadership the U. S. has not lost an international match to England since 1921. Once more, next spring, when England challenges the U. S. in polo, the American team may well be built up around Tommy Hitchcock.



IT TAKES THREE MEN TO STOP HITCHCOCK (FAR LEFT IN WHITE SHIRT) IN PRELIMINARY GAME WITH THE JAGUARS



New! MINIATURE SPEED GRAPHIC

2 1/4 x 3 1/4 Size

Although 36% smaller than the next larger Speed Graphic camera size, this brand new 2 1/4 x 3 1/4 camera has Speed Graphic versatility plus. Look at these advanced features: interchangeable lenses; double extension bellows; 24 focal plane shutter speeds; built-in photoflash synchronization; rising and falling front; dual finders; dual focusing pinions; helical racks; all metal bed; ground glass focusing; satin chrome trim. Light, compact, easy to carry... it's a "natural" for close-ups, action shots, scenic, pictorial studies, and all-around finer "snap-shooting" night or day. Other Speed Graphic sizes: 3 1/4 x 4 1/4, 4x5 and 5x7.

FREE! Send for our free folder on the new Miniature Speed Graphic and free catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories. Paste coupon—or write your request—on penny post card if you wish. Folmer Graflex Corporation, Dept. L-37, Rochester, N.Y., U.S.A.

FOLMER GRAFLEX CORPORATION
DEPT. L-37, ROCHESTER, N.Y., U.S.A.
Send me free folder on the new Miniature Speed Graphic and free catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories.

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GRAFLEX Prize-Winning CAMERAS

AS YOU SEE IT YOUR CAMERA WILL GET IT



... if it's WESTON exposed

Each photo you take with your camera will faithfully record the scene as you see it... as you want it recorded... if a WESTON Exposure Meter is used. Simply point this compact and inexpensive meter at the scene or subject, and it gives you the correct camera settings... for any type of still or movie camera, any film including color. Insures correct exposures... perfect pictures... every shot. See the WESTON at your dealer's, or return coupon for interesting literature.



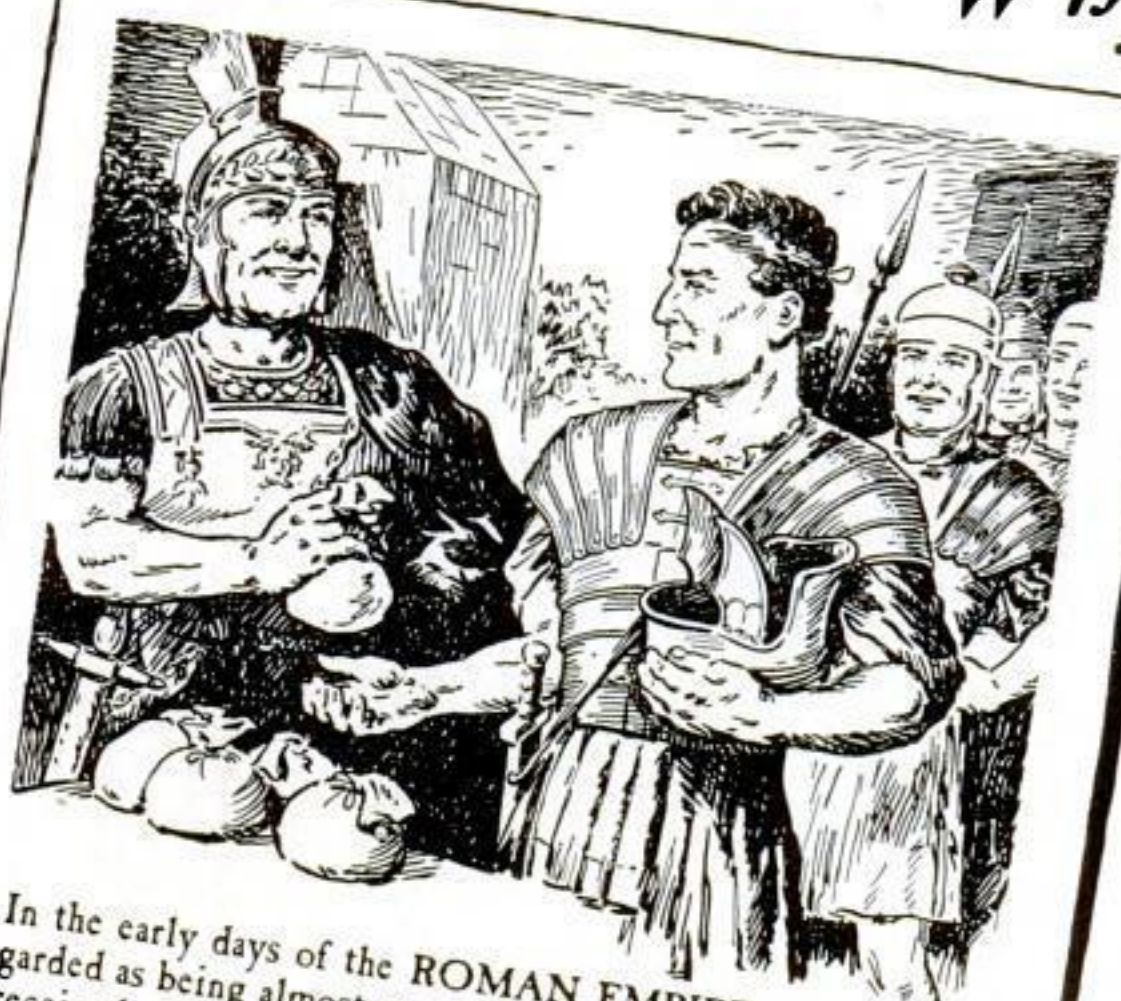
WESTON Junior Exposure Meter

Weston Electrical Instrument Corporation,
630 Frelinghuysen Avenue, Newark, N. J.
Send literature on WESTON Exposure Meters.

Name _____
Address _____
City _____ State _____

Many people call their wages "SALARY"

Why?



In the early days of the ROMAN EMPIRE salt was regarded as being almost as valuable as gold. Roman soldiers received all or part of their pay in salt. This salt stipend was termed SALARIUM, from whence comes our present-day word SALARY, denoting pay for services rendered. As customs are passed along from one generation

HERE'S ANOTHER CUSTOM BASED ON FACT:



But whether you say *Salary* or *Wages*, both mean the same. Two other words, **QUALITY** and **GLENMORE** have the same meaning. For two generations GLENMORE has produced only Kentucky whiskey of the finest type. This is why Kentucky deep-well water is used... why only selected grains go into the distillation. So remember, you need never say **QUALITY** if you remember to say **GLENMORE**.

Glenmore
KENTUCKY STRAIGHT BOURBON

Copr. 1938, Glenmore Distilleries Co., Inc.

• OTHER GLENMORE PRODUCTS •

A Blend of Kentucky Straight Whiskies — 90 Proof



Bottled in Bond — Kentucky Straight Bourbon Whiskey — 100 Proof



Kentucky Bourbon Whiskey — 90 Proof

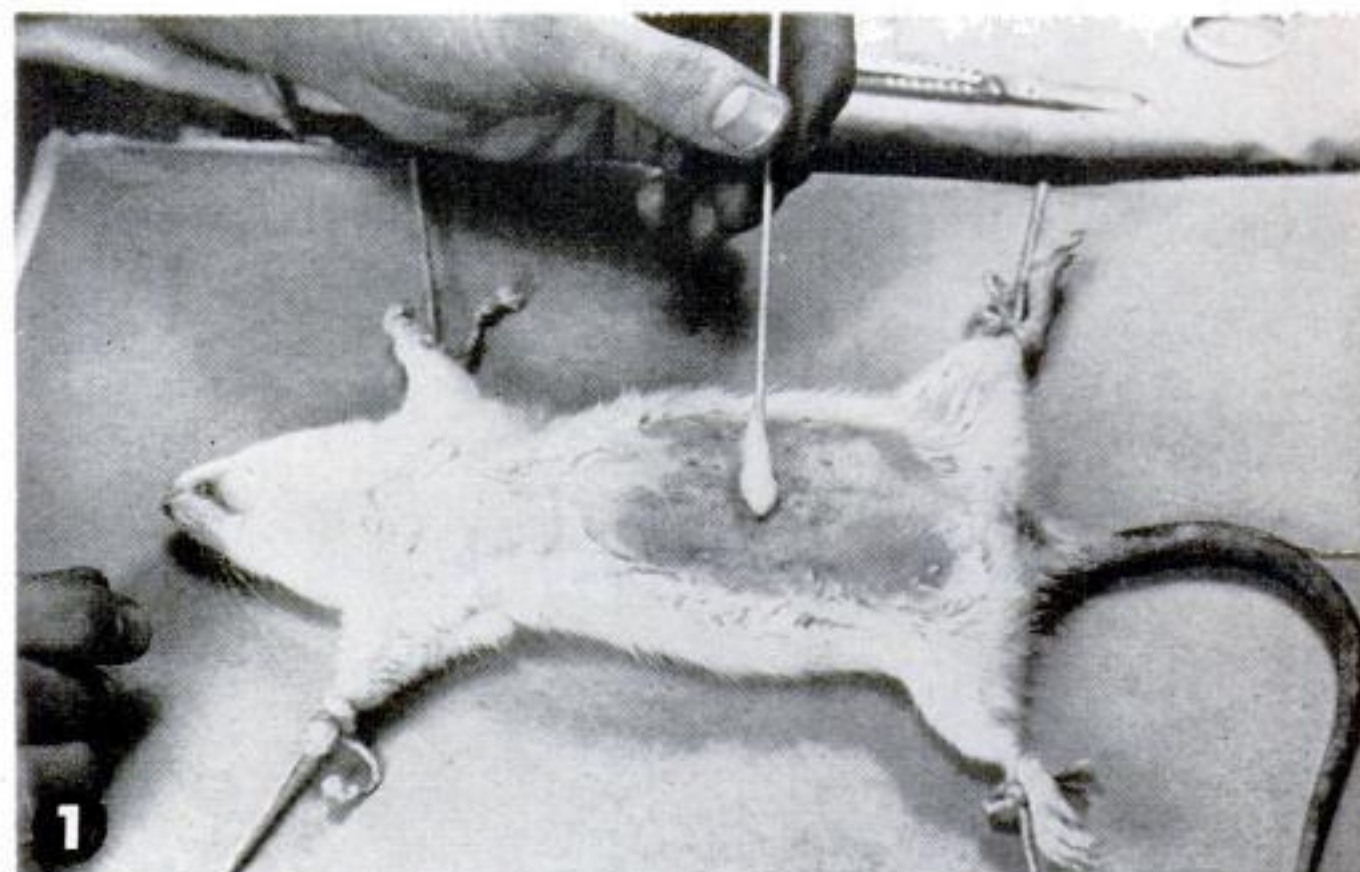
RATS WITH "WINDOWS" HELP TEACH PHYSIOLOGY TO IOWA STUDENTS



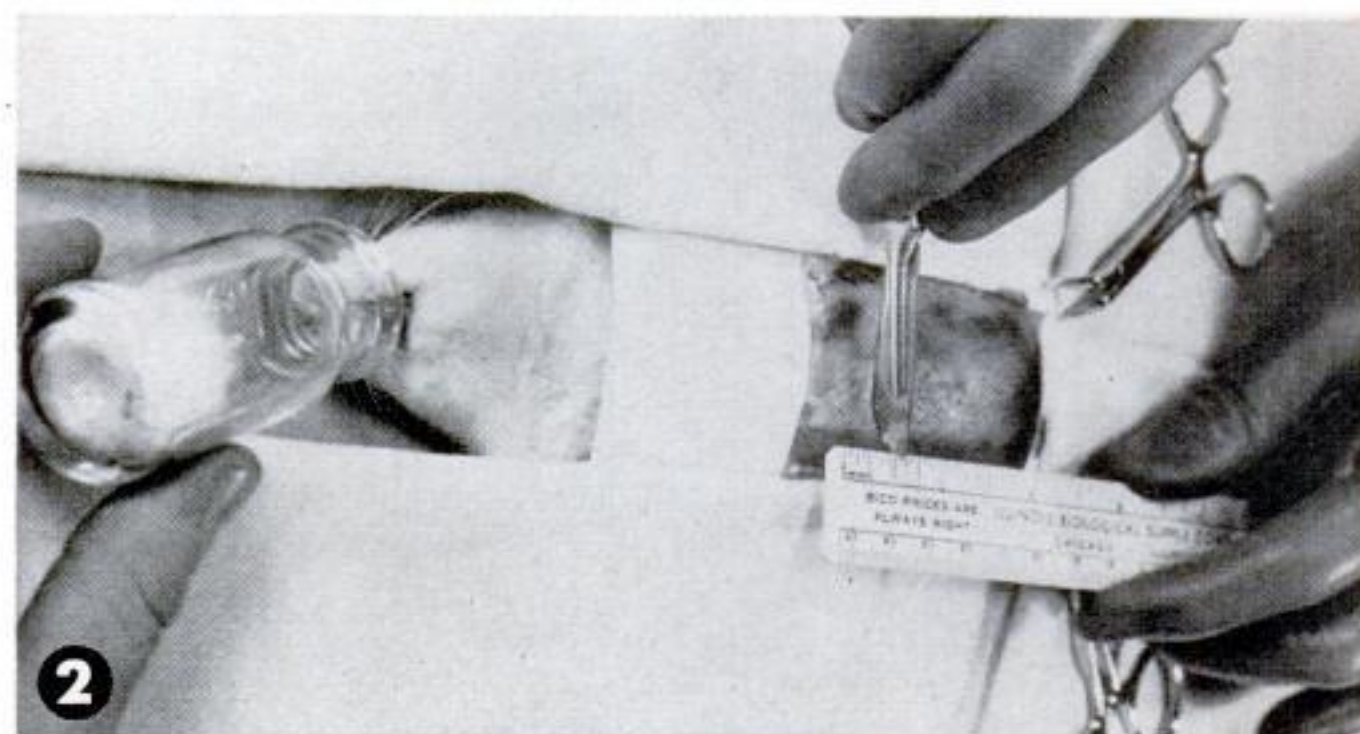
ASEPTIC HOSPITAL METHODS ARE USED IN RAT OPERATION

If the skin and muscles of a human being were transparent as a windowpane, a doctor could study an ailing organ directly. Physiologists at St. Ambrose College, Davenport, Iowa, have perfected a technique of removing a patch of abdominal flesh from laboratory rats and substituting an actual windowpane of celluloid. Classes of students can thus observe digestive and other processes for long periods.

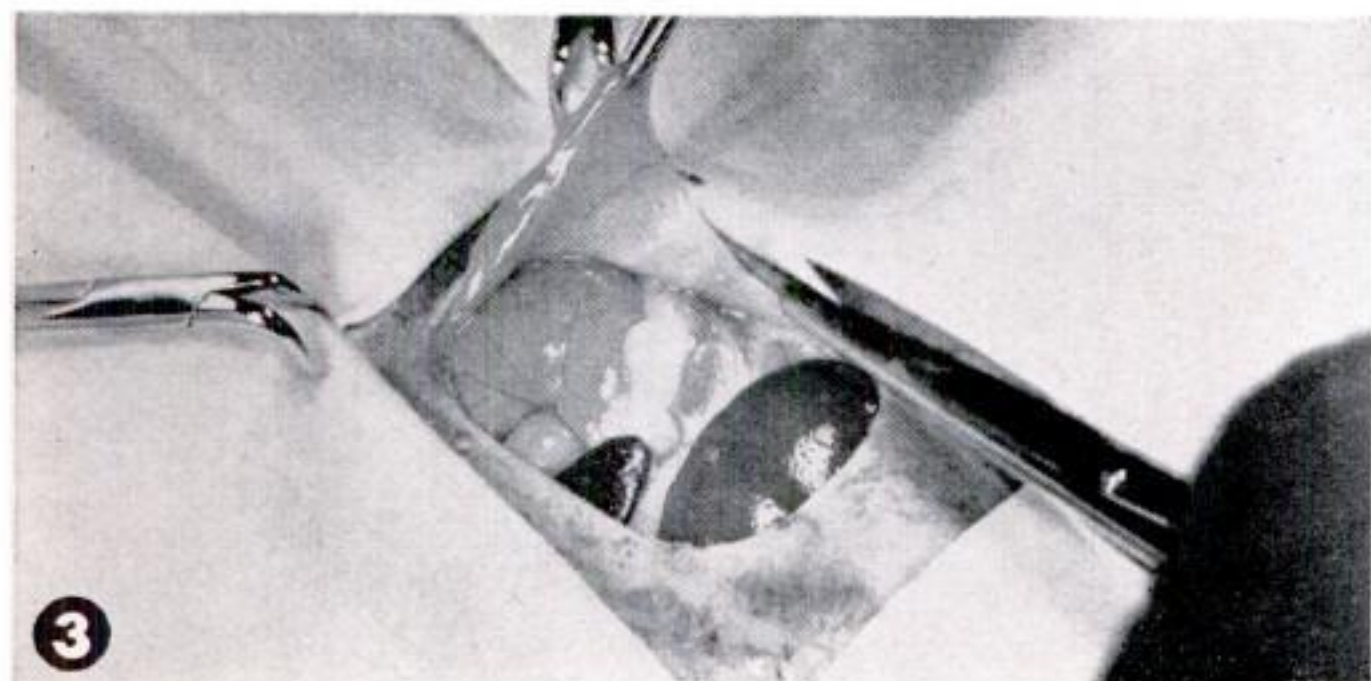
The following photographs show the simple, painless method used in this operation. Rats so treated live almost as comfortably as normal animals. After three or four weeks, when a window becomes obscured by growing muscle tissue, it is removed. In a month, hair completely hides the scar.



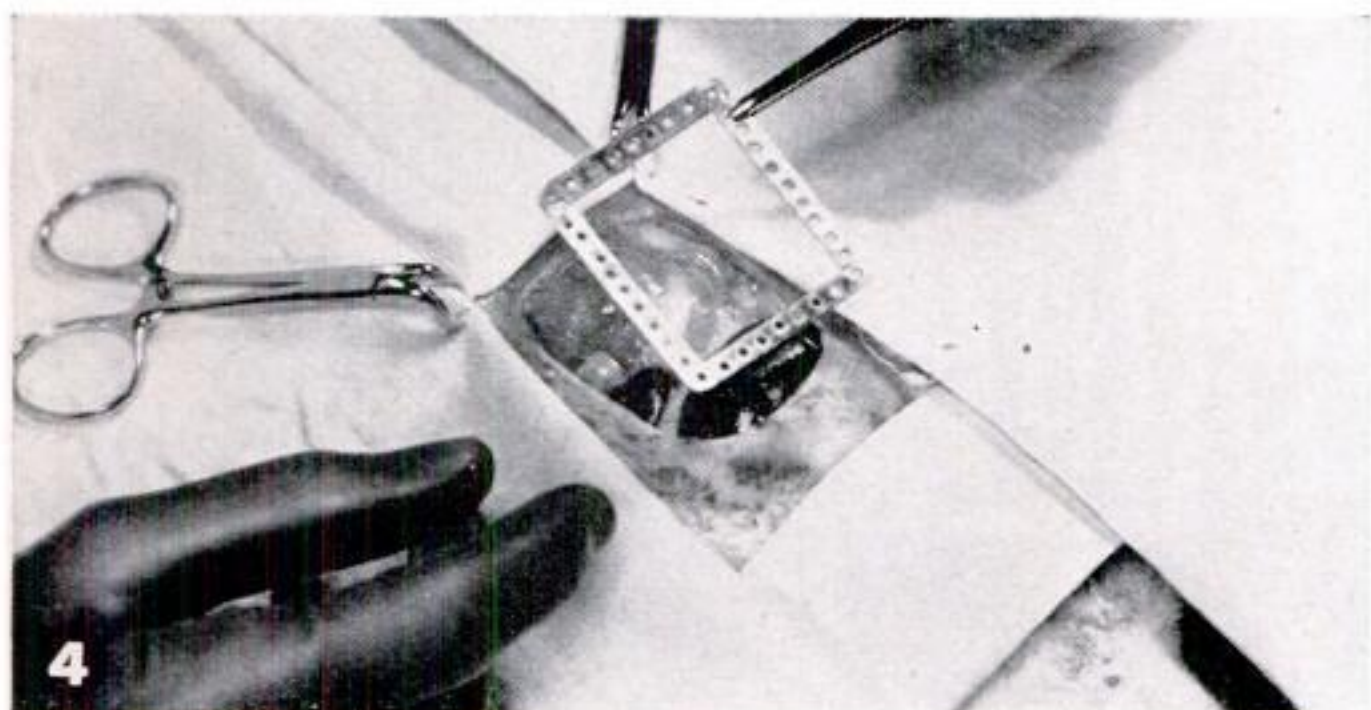
LAST BIT OF HAIR IS REMOVED FROM ABDOMEN OF ANESTHETIZED RAT



ETHER IS AGAIN ADMINISTERED AS ABDOMINAL AREA IS MARKED OFF



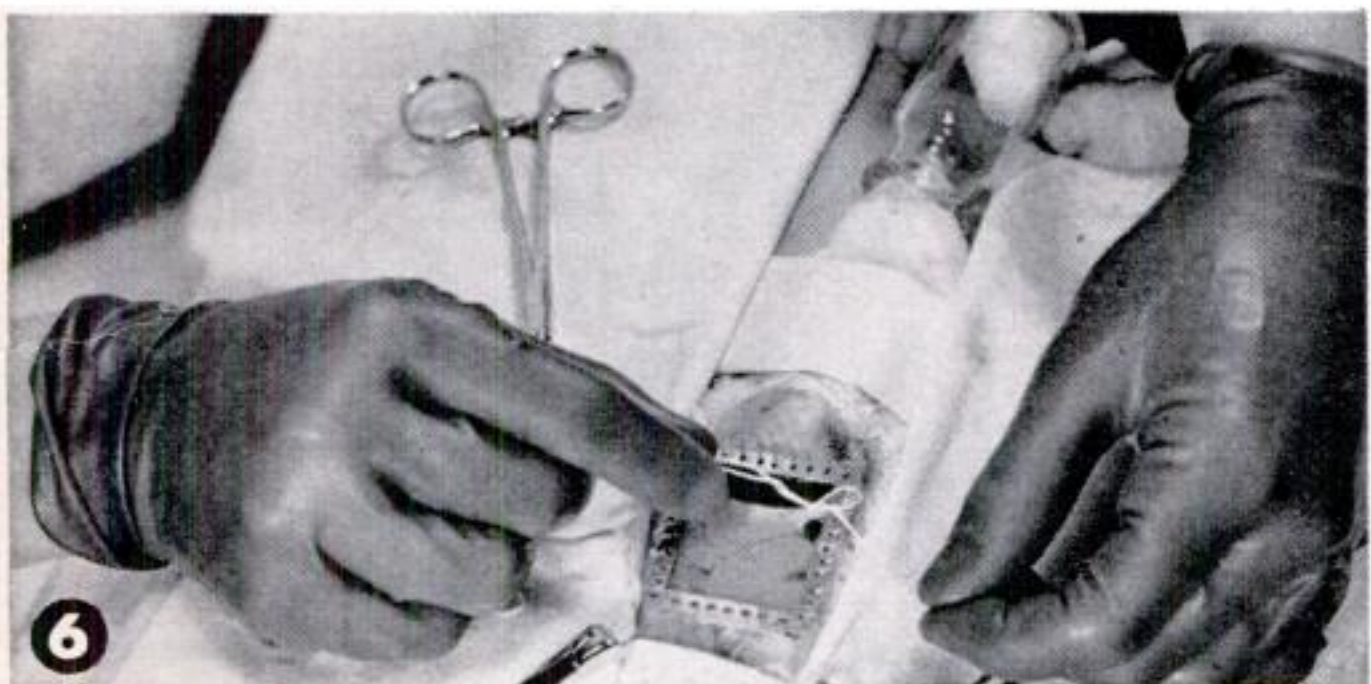
3
REMOVAL OF MUSCLE WALL EXPOSES STOMACH, SPLEEN, INTESTINES, LIVER



4
CELLULOID WINDOW WITH METAL FRAME IS POISED OVER OPENED AREA



5
WINDOW IN PLACE, FIRST STITCH IS THREADED THROUGH FRAME AND SKIN



6
LAST OF 36 STITCHES IS MADE. NEXT, COLLODION SEALS FRAME TO SKIN



7
OPERATION COMPLETED, THE RAT IS A SHOWCASE OF VITAL PROCESSES

Back of an Enchanting Smile—

is the certainty that her dentifrice provides quick, complete refreshment to her mouth, gums and teeth



Fight Acid

when you brush your teeth!

EVERY DAY, more and more people realize that ordinary care of teeth and gums is not enough.

They recognize that after every meal, food particles may lodge in many tiny crevices in and between the teeth—that there they may ferment and form the acids that attack enamel, and are a factor in tooth decay.

These people have turned to Squibb Dental Cream because it is made with a safe, scientific antacid that can penetrate into tiny crevices, where the tooth brush cannot reach, and neutralize the acids of decay wherever it comes in contact with them.

Try this different dentifrice—a scientific product of the Squibb

laboratories. Use it regularly—at least twice a day. Note the improvements in the appearance of your teeth, and note particularly its quick refreshment to taste and breath.

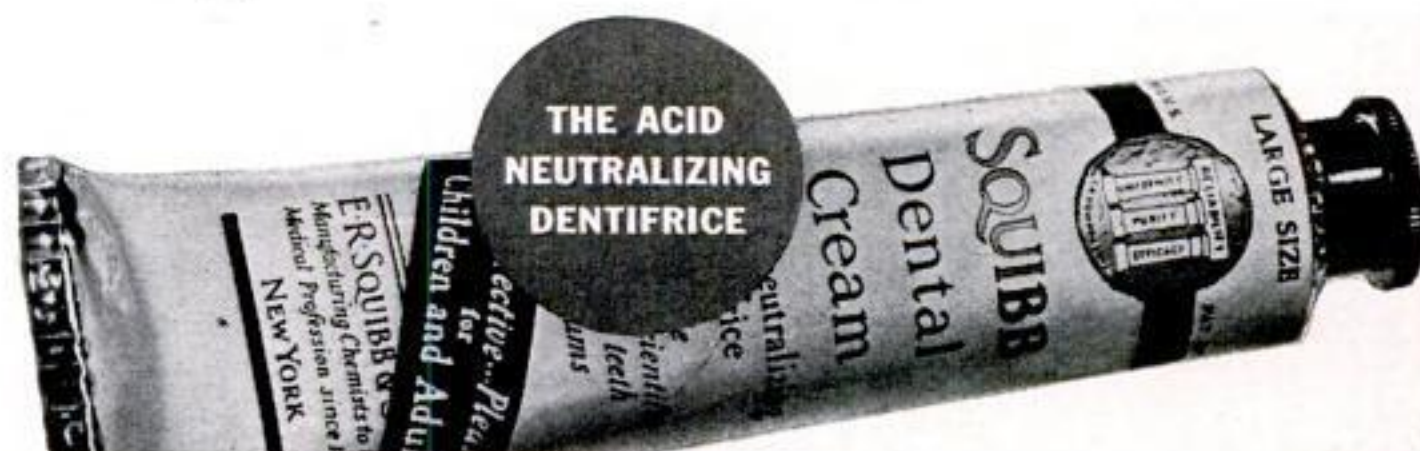
Squibb Dental Cream costs no more than many other dentifrices. Get the large economical tube from your druggist today.

And don't forget that by the use of Squibb Dental Cream and adequate professional care, most tooth decay can be prevented.



FOR THOSE WHO PREFER POWDER. Squibb Tooth Powder contains the same essential ingredients as Squibb Dental Cream.

SQUIBB Dental Cream



The Priceless Ingredient of Every Product is the Honor and Integrity of Its Maker

A SPECIAL PREPARATION FOR SHAVING

*for the 1 man in 7
who shaves daily*

**IT'S NOT A SOAP . . . It's not greasy
Needs no brush . . . No irritating alkalies**

SOAPS and lathers have been used for generations to soften men's beards. These serve well enough for men who shave only occasionally. But modern life now demands at least 1 man in 7 shave *every day*. This daily shaving often causes razor scrape—irritation.

NO SOAP BASE

Here is a complete departure from the ordinary way of manufacturing a shaving preparation. There is no soap base. No harmful alkali is used. Nothing is included to irritate or inflame the tender outer skin on your face.

Instead, Glider is a rich, soothing cream. It's like your wife's "vanishing" cream—not greasy or sticky.

A BUFFER BETWEEN BLADE AND SKIN

After washing face thoroughly with hot water and soap to remove grit and the oily sebum that collects on whiskers every 24 hours, you spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider forms a protective layer between the edge of your blade and the sensitive surface of your skin. It enables the razor's sharp edge to remove each completely softened whisker at the base *without scraping or irritating the skin*. Gently and easily your razor slides over the protected outer skin on your face. No extra pressure or force is necessary for a close, clean shave.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men in responsible positions—doctors, lawyers, businessmen and others who must shave *every day*—Glider is invaluable. It eliminates the dangers frequent shaving has for the tender face and leaves your skin smooth, clean, free from unsightly red spots. This special shave cream has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 98 years.

TRY GLIDER AT OUR EXPENSE

We're so positive that *Glider* will give you more shaving comfort than anything you've ever used that we'll send you a generous tube **ABSOLUTELY FREE**. No stamps—no cartons—no dimes. Just send your name and address to The J. B. Williams Co., Dept. LG-12, Glastonbury, Conn., and we'll send you a tube of *Glider*. On this **FREE** trial test, we rest our case entirely. Don't delay—send in a penny post card today for your free tube of *Glider*.

Ernest B. Hullburt
PRESIDENT

Free offer good in U.S.A. and Canada only

PICTURES TO THE EDITORS

PASTE THIEF

Sirs:

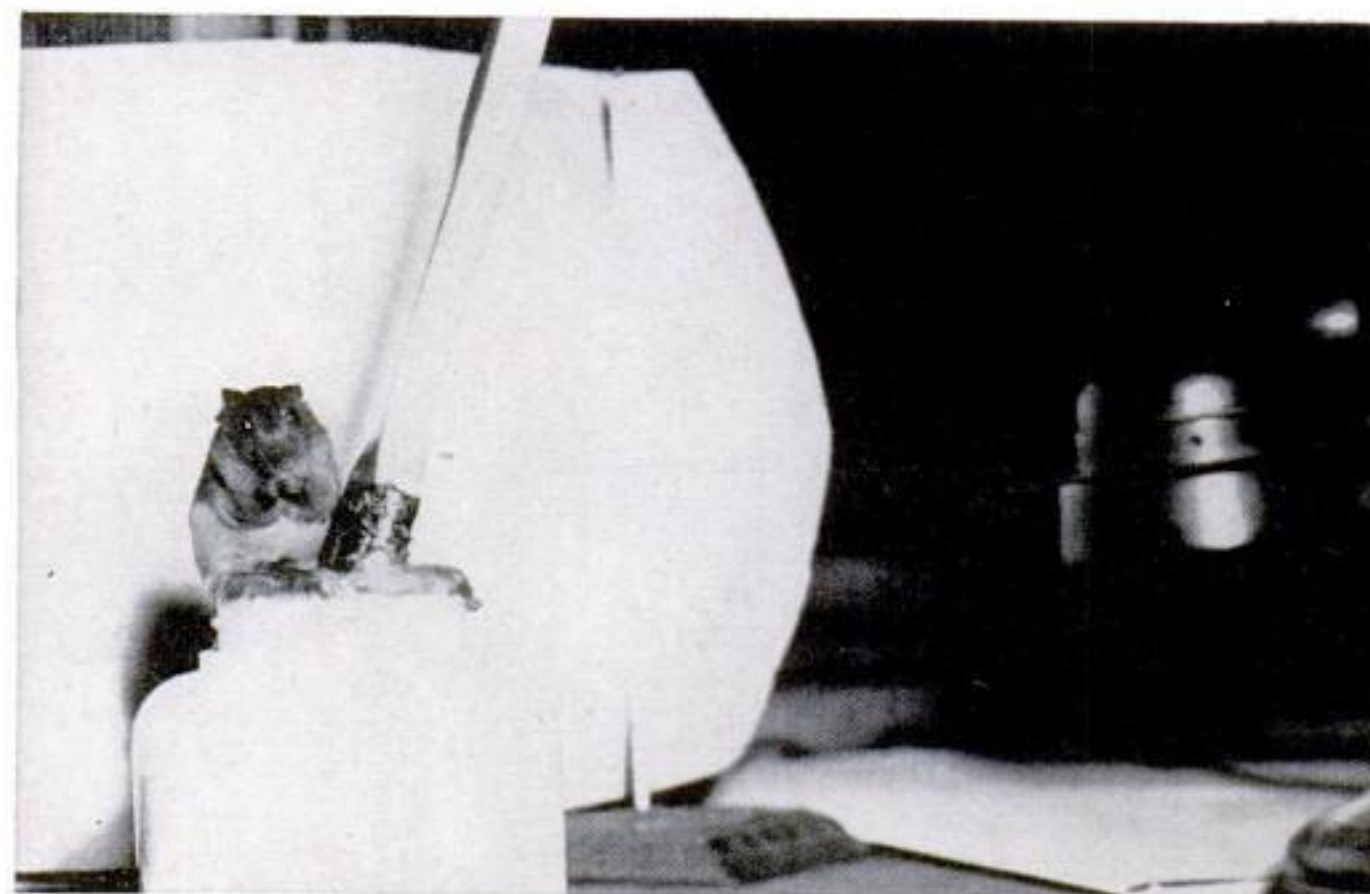
Meet Mickey (or Minnie), not the office pet but the office paste thief, caught in the act.

For weeks paste has been mysteriously disappearing from the office pot. Last night the mouse either got too hungry to wait until the desk was vacated for a few hours, or got too bold to care, and came out for a meal. After he (or she) was frightened away I got out a camera and

flash gun, set up a white-paper background behind the pot, focused and went about my work. About three hours later Mickey came out again. I waited until he had climbed to the rim of the pot and was busy eating a piece of dried paste he was holding with his forefeet before I made the shot.

HUGH O. POTTER
City Editor-Photographer

Owensboro Messenger
Owensboro, Ky.



SICK HORSE

Sirs:

Sleeping sickness among horses in southern Iowa and northern Missouri is taking a toll of thousands of animal lives. Veterinarians are working day and night in a frantic fight against the ravages of the disease.

This picture shows the method used by P. M. Bremer, a Decatur County, Iowa, farmer in an effort to save Molly, a 15-year-old mare. Pits were dug for the front and back legs, leaving the soil in

place in the center. A canopy was built over her with old binder canvas. The neighbors take turns in staying with the stricken animal. Wet blankets are kept on her head and Molly is believed to be recovering.

When she relaxes, the firm earth separating the pits in which her legs are placed provides support and prevents injuries through her struggles.

WILLIAM LINDSEY JR.

Leon, Iowa



SWIMMING CHICKENS

Sirs:

Here is a picture of swimming chickens

which I took at the chicken farm of Albert Leonard, the Harbour, Goderich, Ont.

WM. A. ROSS

Detroit, Mich.



CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

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Quick Relief
Mothersills
SEASICK REMEDY

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Seeing America First?



TOURIST: "Boy, oh boy! What a shot! This calls for Doubling My Enjoyment with a Ten High or two. Guess I know a good shot when I see one!"

BEAR: "Ungh!"

Want to double *your* enjoyment of any high-spot occasion? Then buy TEN HIGH at your favorite liquor store or bar today. Countless thousands of smart buyers know that TEN HIGH has no rough edges to mar your complete enjoyment of its doubly smooth, doubly rich bourbon taste. Nothing is left to chance in the world's largest, modern distillery. Doubly careful control assures you that TEN HIGH always pleases your discriminating palate.

Hiram Walker's

THE HIGH-SPOTS OF LIFE



Double your enjoyment with

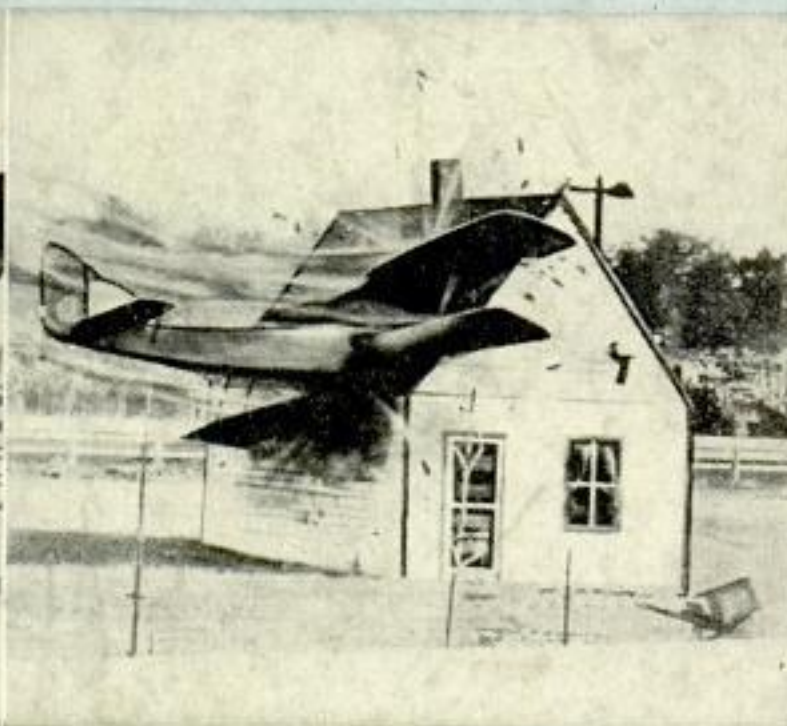
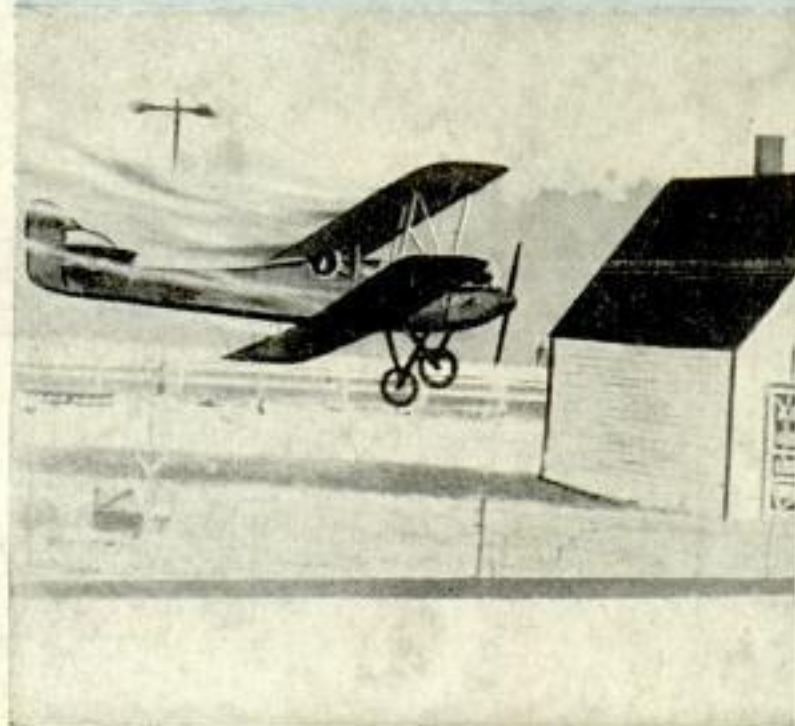
TEN HIGH STRAIGHT BOURBON WHISKEY

CALL FOR TEN HIGH

90 PROOF Hiram Walker & Sons Inc., Peoria, Illinois; Distilleries at Peoria; Walkerville, Ontario; Glasgow, Scotland

Crashing a plane through a house!

Pilot Frank Frakes' most spectacular feat—the stunt that thrills Hollywood and millions of movie-goers—



"SHOT DOWN IN FLAMES, you crash into a house..." That is actually what aerial warfare movie scripts demand of Stunt Pilot Frank Frakes. But up he goes, his plane's wings soaked in gasoline. High in the sky, he touches off electrical

sparks, swoops down ablaze in a roaring power-dive. Leveling off (Picture 1), he heads straight for the spectacular crack-up that thrills even hardened movie directors. Will Frakes come through that house alive? He's per-

formed such stunts more than fifty times. **CRASH!** (Picture 2) As he hits with terrific impact, a charge of dynamite is exploded inside the house (Picture 3) to heighten the effect. Wings ripped off (Picture 4), the flaming plane

shoots out—hopelessly **WRECKED!** Frakes? Below you see him safe, smiling, ready to enjoy his favorite smoke—a Camel! "Stunt-flying is exhausting work," says Pilot Frakes. "When I need a 'lift' in energy I get it with a Camel."

"NATURALLY I'M PARTICULAR ABOUT THE CIGARETTE I SMOKE," SAYS STUNT PILOT FRANK FRAKES—

"CAMELS DON'T AFFECT MY NERVES IN THE LEAST!"

I NOTICE THAT YOU ALWAYS SMOKE CAMELS, FRANK. DO YOU FIND CAMELS SO DIFFERENT?

YES—IN MILDNESS, IN TASTE, IN LOTS OF WAYS. BESIDES, STUNT-FLYING DEMANDS HEALTHY NERVES. CAMELS DON'T AFFECT MY NERVES IN THE LEAST—I CAN SMOKE AS MANY AS I WANT. CAMELS AGREE WITH ME IN MANY WAYS—AND OTHER PILOTS SAY THE SAME!



Above, right, Stunt Pilot Frank Frakes tells Gordon Weaver more about why he prefers Camels. It's a preference with a reason: Camel's costlier tobaccos! And that's the very same reason why so many millions of smokers have turned to Camels. Do you want more smoking pleasure—more downright cigarette enjoyment? Make your next smoke the cigarette of costlier tobaccos—Camel!

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PEOPLE DO APPRECIATE THE **COSTLIER TOBACCOS** IN CAMELS

THEY ARE THE **LARGEST-SELLING** CIGARETTE IN AMERICA

Camels are a matchless blend of finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic



"I'M NOT A CHAMPION," says Miss Henrietta Donohue, "but I'm just as interested in winning at my sports—golf, tennis, and swimming. I know the importance of healthy nerves, so Camel's my cigarette. Camels never get me 'edgy.' And Camels give my energy a 'lift' too. They set me right!"

Ask the men who grow and grade tobacco who buys their choicest lots!



"Growing tobacco 26 years," says planter Ben Faulkner, "I've learned that one company stands out in buying finer tobaccos—CAMEL. Camel pays more to get my choicest grades. I've been a steady Camel smoker for years. Most planters prefer Camels."



Robert Lee Oakley, one of the growers behind North Carolina's reputation for fine tobaccos, says: "Camel buys up the choice tobacco, including that of my last crop. This has happened many times. I smoke Camels. So do most planters around here."



Marvin Harris is another planter who tells which cigarette buys the finest tobacco. "Camel," he says, "bought my best tobacco last crop—and for many a year. There's a real difference between tobaccos. That's why the favorite cigarette of most growers is Camel."